

Academic Year 2020-2021

Programme Outcomes (POs)

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| 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. |

| Programme Specific Outcomes (PSOs) | |
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| 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. |

| University Recommended Course Outcomes (COs): On successful completion of the course the learner will be able to | | | |
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| Course No. | Course Code | Course | Course Outcomes |
| Semester I | | | |
| 101 | GC – 01 | Managerial Accounting | 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. |
| 102 | GC – 02 | Organizational Behaviour | 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. |

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| 103 | GC – 03 | Economic Analysis for Business Decisions | 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. |
| 104 | GC – 04 | Business Research Methods | 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. |
| 105 | GC – 05 | Basics of Marketing | 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 |

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| | | | <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> |
| 106 | GC – 06 | Digital Business | <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 & commerce.</p> <p>Illustrate value creation & 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> |
| 107 | GE - UL - 01 | Management Fundamentals | <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> |

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| | | | <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> |
| 108 | GE - UL - 02 | Indian Economy | <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> |
| 111 | GE - UL - 05 | Legal Aspects of Business | <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> |
| Semester II | | | |
| 201 | GC – 07 | Marketing Management | <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> |

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| 202 | GC – 08 | Financial Management | 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"> comment on financial position of the firm estimate working capital required decide ideal capital structure 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 | Human Resource Management | 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 | Operations & Supply Chain Management | 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 | Geopolitics & | Enumerate the various elements of global economic system. |

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| | | World Economic Systems | <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> |
| 209 | GE - UL - 09 | Start Up and New Venture Management | <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> |
| 210 | GE - UL - 10 | Qualitative Research Methods | <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> |
| 205 MKT | SC – MKT-01 | Marketing Research | <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 & 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> |

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| | | | <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> |
| 206 MKT | SC – MKT-02 | Consumer Behaviour | <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 & information technology with respect to the changing consumer marketplace and Elaborate on the various aspects of the changing Indian Consumer.</p> |
| 205 FIN | SC – FIN - 01 | Financial Markets and Banking Operations | <p>Recall the structure and components of Indian financial system through banking operations & 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> |
| 206 FIN | SC – FIN - 02 | Personal Financial Planning | <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> |

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| | | | 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. |
| 205 HR | SC – HRM – 01 | Competency Based Human Resource Management | 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 |
| 206 HR | SC – HRM – 02 | Employee Relations & Labour Legislation | 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. |
| 205 OSCM | SC – OSCM - 01 | Services Operations Management - I | 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. |
| 206 OSCM | SC – OSCM - 02 | Supply Chain Management | 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 |

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| | | | 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. |