

**DEPARTMENT OF MANAGEMENT STUDIES**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**PO**

After completion of this program the students will be able to

1. Define the effective leadership skills that enables them to sustain in the global environment.
2. Identify different business problems and come-out with different alternate solutionfor taking effective Managerial decisions.
3. Choose appropriate statistical tools for analysis and interpretation of research data in business.
4. Select appropriate techniques, resources and tools for complex business problems.
5. Demonstrate the various business strategies and their outcomes.
6. Assess business environment for responding effectively to various problems, threats and opportunities.

**PSO**

After completion of the program the students were specifically able to

1. Reproduce the skills to become a successful Entrepreneur.
2. Construct ethical conduct that will empower the business organization and to be a responsible citizens.
3. Relate the multi-disciplinary work environment, good interpersonal skills as a leader in a team in appreciation of professional ethics and societal responsibilities.

**CO**

**Management Principles and Business Ethics**

At the end of the course the Students will be able to

1. Describe the concept and evolution related to business.
2. Define the Planning process and Decision-making techniques.
3. Discuss the Organisation structure and design.
4. Explain the Co-ordination techniques and control system in organization.
5. Enumerate Ethical decision making and ethical leadership.
6. Examine situations and values to tackle various situations.

## **Quantitative & Research Methods in Business**

At the end of the course the Students will be able to

1. Discuss the probability, its application in business and decision making criteria under risk and uncertainty.
2. State the application of Differentiation and Integration.
3. Explain the research process, research design, data collection methods and sampling techniques.
4. Construct data analysis using the parametric and non-parametric statistical tools.
5. Use multivariate statistical technique to solve the business problem.
6. Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques.

## **Accounting for Managers**

At the end of the course the Students will be able to

1. Describe the Basics of Accounting , Accounting Cycle ,branches of accounting and the preparation of Final accounts.
2. Explain Application of Management accounting and the various tools used.
3. Illustrate the concept of Capital Budgeting and Budgetary control.
4. Infer the applications of costing Techniques.
5. Summarize the concept of Marginal costing, Break even analysis.
6. Relate the techniques of management accounting in the financial decision making.

## **Managerial Economics**

At the end of the course the Students will be able to

1. Describe the nature of economics in dealing with the issue of scarcity.
2. Enumerate supply and demand analysis to know the impact of economic events on Markets.
3. Explain the concept of a production function and market analysis.
4. Define National income, measure of the value of economic activity in an economy.
5. Discuss commodity and money market.
6. Summarize the economic concepts and tools used in business decision making.

## **Organizational Behaviour**

At the end of the course the Students will be able to

1. Describe the development of the field of organizational Behaviour.
2. Compare different models related to learning and motivation.
3. Relate the processes used in developing effective communication and resolving conflicts.

4. Explain leadership skills related to organization behaviour and different theories of leadership quality.
5. Evaluate the Behaviour of individuals and groups as part of the social and technical system in the workplace.
6. Summarize the individual and group Behaviour, communication, conflict and various management styles, motivational techniques and coordination in the work environment.

### **Innovation & Entrepreneurship**

At the end of the course the Students will be able to

1. Discuss the characteristics of successful entrepreneur.
2. Compare new ideas, methods and ways of thinking innovation in business
3. State the marketing feasibility methods and sustainable solutions to specific problems.
4. Prepare business plan format and presentation.
5. Summarize entrepreneurship and Innovation programme combines theoretical and empirical perspectives.
6. Explain the technological Innovation process in business.

### **Legal Systems in Business**

At the end of the course the Students will be able to

1. Tell the importance of law and legal institutions in business.
2. Explain the Sale of Goods Act.
3. Summarize the Evolution of company to winding up of companies.
4. Discuss the factories act, minimum wages act and Industrial dispute act.
5. Illustrate employee family pension scheme and Intellectual property rights.
6. Examine the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms.

### **Applied Operations Research**

At the end of the course the Students will be able to

1. Discuss the nature, scope and application of operation research in functional areas of management.
2. Calculate NWCR, LCM, VAM and Hungarian algorithm to reduce the cost in transportation and assignment problems.
3. Solve simple models of CPM and queuing to improve decision making.
4. Prepare sequencing model and Queuing model to enhance the productivity of an organization.
5. Demonstrate games theory using pure and mixed strategies.

6. Explain quantitative methods and techniques for effective decisions-making, model formulation and applications that are used in solving business decision problems.

### **Human Resource Management**

At the end of the course the Students will be able to

1. Describe the concept of human resource management and its relevance in organization.
2. Construct necessary skill set for application of various HR issues.
3. Explain the strategic issues and strategies required to select and develop manpower resources.
4. Summarize the knowledge of HR concepts to take correct business decisions.
5. Evaluate the HR Management and system at various levels in general and in certain specific industries or organizations.
6. Discuss the issues and strategies required to select and Develop manpower resources.

### **Operations Management**

At the end of the course the Students will be able to

1. Describe Production Design and process planning.
2. Discuss Layout of Manufacturing Facilities.
3. Illustrate Production and inventory control.
4. Explain Methods Analysis and work Measurement.
5. Assess service operations management.
6. Describe how the operations management have strategic importance and competitive advantage in the organization.

### **Marketing Management**

At the end of the course the Students will be able to

1. Describe the concepts of Marketing.
2. Explain the Marketing Management Process and Marketing Research Process.
3. Discuss about consumer buying behaviour and market segmentation.
4. Demonstrate new product development and product life cycle.
5. Construct product promotion decisions.
6. Illustrate the Marketing environment.

### **Financial Management**

At the end of the course the Students will be able to

1. Recognize the fundamental financial concept.
2. Describe the financial planning and control.
3. Summarize the current liabilities management and working capital management.
4. Classify the long term capital management.
5. Illustrate capital structure decision of the firm.
6. Prepare financial sources, plans and allocation of funds.

### **International Business**

At the end of the course the Students will be able to

1. Define the changing nature of International Business.
2. Compare the national differences in political economy.
3. Explain the international trade theory.
4. Describe the global monetary system and foreign direct investment.
5. Prepare international business strategy.
6. Summarize the exporting, importing and counter trade.

### **Strategic Management**

At the end of the course the Students will be able to

1. Explain the strategic management process and the roles and functions of top management.
2. Classify the different types of business policy and social responsibility of business
3. Describe the environmental analysis, industry analysis, value chain analysis and swot analysis.
4. Explain the Strategy Formulation and Analysis.
5. Tell about strategy implementation and strategic control.
6. Summarize the various strategies adopted by different organisations in current situation.

### **Management Information System**

At the end of the course the Students will be able to

1. Define the basic concept and technologies used in the field of management information system.
2. Compare the processes of developing and implementing information systems.
3. Describe the role of the ethical, social, and security issues of information systems.
4. Illustrate the role of information systems in organizations, the strategic management processes, with the implications for the management.
5. Discuss the role of information technology and decision support systems in business

6. Summarize the fundamental principles of computer-based information systems analysis and design.

### **Supply Chain Management**

At the end of the course the Students will be able to

1. Tell the fundamental elements, importance, objectives and functions of supply chain.
2. Describe the supply chain partners and Supply Chain Drivers.
3. Explain the Demand forecasting, Aggregate Planning and Managing Supply, Demand and types of supply chain.
4. Relate Customer value and Logistics in supply chain management.
5. Explain the Use of computer software in supply chain problems.
6. Summarize the evolution, recent trends and challenges to handle a supply chain management.

### **Organizational Development**

At the end of the course the Students will be able to

1. Describe the field of organization behaviour and discuss its relevance to the work place.
2. Discuss the elements of organization culture.
3. Discuss the group and work team.
4. Explain the cost of stress in the work place
5. Define the field of organization change and development.
6. Examine some of the challenges that organization change and development phases in the global arena.

### **Human Resource Development**

At the end of the course the Students will be able to

1. Compare HRM and Personnel Management
2. Interpret the recent developments in Human Resource Development System.
3. Illustrate Human Resource Audit.
4. Describe the different types of training involved.
5. Explain the objectives and importance of career development.
6. Summarize the strategies adopted for Human Resources Development in firms.

### **Industrial & Labour Relations**

At the end of the course the Students will be able to

1. List the factors affecting employee stability.
2. Describe Industrial harmony and conflict.
3. Explain Labour relations and Joint consultation.
4. Discuss the problem and the role of Indian trade unions.
5. Relate fair and unfair labour practices.
6. Summarize concepts and theories of trade unionism and collective bargaining.

### **Services Marketing**

At the end of the course the Students will be able to

1. Define the growth of the service sector.
2. Describe the Marketing mix in service marketing.
3. Construct effective management of service marketing.
4. Relate customer expectations versus perceived service gap.
5. Explain Professional services, Public utility services and Educational services.
6. Summarize the service communication strategy.

### **Advertising Management & Sales Promotion**

At the end of the course the Students will be able to

1. Discuss the Advertising objective, process, market segmentation and target audience
2. List the Media selection, Media planning, Scheduling and budget planning.
3. Describe the role of Advertising agencies.
4. Explain the sales promotion activities.
5. Summarize the Advertising effectiveness.
6. Illustrate the Advertising planning, budgeting and implementing and controlling campaigns.

### **Customer Relationship Management**

At the end of the course the Students will be able to

1. Define the basic concepts of Customer relationship management.
2. Discuss the marketing aspects of Customer relationship survey.
3. Tell the basics of Customer relationship management.
4. Relate the Customer partnership and Supplier partnership.
5. Identify the changing corporate culture in Relationship Management
6. Summarize the concept of e-CRM and e-CRM technologies.

## **Corporate Finance**

At the end of the course the Students will be able to

1. Identify the various sources of corporate finance and role of financial institutions.
2. Summarize the capital market and government regulations affecting capital market.
3. Illustrate the investment decision making and different investment analysis.
4. Define the role of EXIM bank and commercial banks.
5. Relate the foreign collaboration with FDI and FIIS business ventures abroad.
6. Explain the role of financial institutions in the corporate finance and role of SEBI in stock markets.

## **Security Analysis and Portfolio Management**

At the end of the course the Students will be able to

1. List out the investment concept and various forms of investment schemes available in India
2. Explain financial market and participants in financial markets.
3. Illustrate the forecasting techniques in fundamental analysis.
4. Classify charting methods in technical analysis.
5. Discuss portfolio management and portfolio analysis.
6. Choose investment schemes, different market analysis and portfolio analysis.

## **Merchant Banking & Financial Services**

At the end of the course the Students will be able to

1. Describe structures of Indian financial system, SEBI& FEMA guidelines.
2. Discuss the various types of issues, and the role of Financial Intermediaries in public issue and its mechanism.
3. Illustrate Fee based financial services such as merger and acquisition, portfolio management services and credit rating.
4. Explain Fund based financial services such as leasing and hire purchasing, financial evaluation.
5. Relate other fund based financial services such as consumer credit, real estate financing, bill discounting, factoring and venture capital.
6. Summarize the concepts of Financial services both Fund based and Fee based Financial services and the role of Merchant banker in Indian capital market.

## **Inventory & Warehousing Management**

At the end of the course the Students will be able to



1. Describe Basics of Inventory and inventory management and its effectiveness , cost associated with inventory , impact of inventory on profitability.
2. Discuss various inventory control models and its application.
3. Illustrate inventory methods and the role of Information technology in inventory management.
4. Explain Basics of Warehousing, operations, Locations layout , cost and Design Principles.
5. Examine Security and Loss Prevention ,Role of Information technology in warehousing management
6. Point out the importance of inventory control and various inventory control models and importance of warehouse management.

### **Principles & Practices of Logistics Management**

At the end of the course the Students will be able to

1. Discuss the nature and importance of Logistics.
2. Define Warehousing and Demand Forecasting.
3. Explain the packaging methods and transportation.
4. Analyze the financial issues in logistics performance.
5. Examine effective logistics performance
6. Summarize the principles and practices followed by logistic companies.

### **Domestic and International Logistics**

At the end of the course the Students will be able to

1. Discuss the vehicle selection and types of vehicles.
2. Define fleet Management.
3. Explain the operator licensing and driver licensing.
4. Analyze the different types of aircraft manufacturers.
5. Classify air freight import and exports.
6. Summarize the vehicle routing and scheduling.

### **Marketing Research & Consumer Behaviour**

At the end of the course the Students will be able to

1. Explain the Nature, scope, Marketing Research process and questionnaire construction.
2. Memorize the various sampling techniques and sample size determination

3. Describe the various Models of Consumer Behaviour and Environment Influences on Consumer.
4. Explain the various Determinants of Consumer Behaviour
5. Illustrate about Consumer Decision Processes
6. Summarize the entire marketing research process and consumer behaviour in the real market.

### **International Marketing**

At the end of the course the Students will be able to

1. Explain the Framework of International Marketing and International Marketing Environment
2. Describe International Marketing Decision and International Marketing Research.
3. Explain the International Sales Contract and International Trade Liberalization.
4. Identify the Recent Trends in India's Foreign Trade, Institutional Infrastructure for Export Promotion in India and Export Regulations
5. Relate World Trade and India
6. Summarize the framework, recent trends, challenges and various institutions supports to do International marketing

### **Project Work & Viva Voce**

At the end of the course the Students will be able to

1. Identify the knowledge of social problems around.
2. Recall the meaning of the terminology and the tools used in research problem formulation.
3. Prepare relevant social research information.
4. Evaluate information about a Social problems and use that information.
5. Summarize an effective skill set in social problem analysis.
6. Develop an organized, written and visual documentation.