

Programme Outcomes (POs):

Programme Outcomes are a set of narrow statements that describes what students (learners) of the programme are expected to know and be able to perform or attain by the time of graduation.

Course Outcomes (COs):

A set of specific statements that describes the complex performances a student should be capable of as a result of learning experiences within a course.

Programme Specific Outcomes (PSOs):

Programme Outcomes are a set of narrow statements that describes what students (learners) of a particular specialization of the programme are expected to know and be able to perform or attain by the time of graduation. PSOs are also a function of the various course combinations offered by the Institute

MBA Programme Focus:

Programme Outcomes (POs): At the end of the MBA programme the learner will possess the

- 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. Lifelong 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): It is expected that Institutes define the PSOs for each specialization / major- minor combination. PSOs shall also vary based upon the customized combination of Generic Core, Generic Elective, Subject Core, Subject Elective, Foundation, Enrichment & Alternative Study Credit Courses that they offer.

Graduate Attributes (GAs): At the end of the MBA programme the learner shall exhibit: GA1: Managerial competence

GA2: Proficiency in Communication, Collaboration, Teamwork and

Leadership GA3: Competence in Creativity & Innovation

GA4: Research Aptitude, Scholarship &

Enquiry GA5: Global Orientation

GA6: Proficiency in ICT & Digital Literacy

GA7: Entrepreneurship & Intrapreneurship

Orientation GA8: Cross-functional & Inter-

disciplinary Orientation GA9: Results Orientation

GA10: Professionalism, Ethical, Values Oriented & Socially Responsible

behaviour GA11: Life-Long Learning Orientation

POs	COGNITIVE ABILITIES (COURSE OUTCOMES)
Generic and Domain Knowledge	REMEMBERING, UNDERSTANDING
Problem Solving & Innovation	EVALUATING
Critical Thinking	ANALYSING
Effective Communication	REMEMBERING, UNDERSTANDING
Leadership and Team Work	APPLYING
Global Orientation and Cross	ANALYSING
Entrepreneurship	CREATING
Environment and Sustainability	UNDERSTANDING
Social Responsiveness and Ethics	UNDERSTANDING
Lifelong Learning	REMEMBERING

Generic Core Courses (Compulsory) – Semester I		
Semester I		101 – Managerial Accounting
3 Credits		Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
CO101.2	UNDERSTANDING	. EXPLAIN in detail, all the theoretical concepts taught through the syllabus
CO101.3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
CO101.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation
CO101.5.	EVALUATING	EVALUATE the financial impact of the decision

Generic Core Courses (Compulsory) – Semester I		
Semester I		102 - Organizational Behaviour
3 Credits		Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
CO101.2	UNDERSTANDING	EXPLAIN the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
CO101.3	APPLYING	MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.
CO101.4	ANALYSING	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
CO101.5.	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
CO101.6	CREATING	ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.

Generic Core Courses (Compulsory) – Semester I		
Semester I		103 – Economic Analysis for Business Decisions
3 Credits		Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DEFINE the key terms in micro-economics.
CO101.2	UNDERSTANDING	EXPLAIN the key terms in micro-economics, from a managerial perspective.
CO101.3	APPLYING	IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making..
CO101.4	ANALYSING	EXAMINE the inter-relationships between various facets of micro- economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO101.5.	EVALUATING	DEVELOP critical thinking based on principles of micro-economics for informed business decision making
CO101.6	CREATING	ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions..

Generic Core Courses (Compulsory) – Semester I		
Semester I		104 - Business Research Methods
3 Credits		Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DEFINE various concepts & terms associated with scientific business research..
CO101.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research..
CO101.3	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
CO101.4	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
CO101.5.	EVALUATING	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
CO101.6	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.

Generic Core Courses (Compulsory) –		
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Semester I		
Semester I		105 – Basics of Marketing
3 Credits		Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
CO101.2	UNDERSTANDING	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager
CO101.3	APPLYING	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios..
CO101.4	ANALYSING	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).
CO101.5.	EVALUATING	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying
CO101.6	CREATING	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).

Generic Core Courses (Compulsory) – Semester I		
Semester I		106 – Digital Business
3 Credits		Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce..
CO101.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO101.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO101.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO101.5.	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
CO101.6	CREATING	DISCUSS the various applications of Digital Business in the present day world.

Generic Core Courses (Compulsory) – Semester II		
Semester II		201 – Marketing Management
3 Credits		Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing...
CO101.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO101.3	APPLYING	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.).
CO101.4	ANALYSING	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.).
CO101.5.	EVALUATING	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.).
CO101.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.).

Generic Core Courses (Compulsory) – Semester II		
Semester II		202 – Financial Management
3 Credits		Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO101.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO101.3	APPLYING	PERFORM all the required calculations through relevant numerical problems..).
CO101.4	ANALYSING	ANALYZE the situation and comment on financial position of the firm estimate working capital required decide ideal capital structure evaluate various project proposals
CO101.5.	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

Generic Core Courses (Compulsory) – Semester I		
Semester II		203 – Human Resource Management
3 Credits		Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the role of Human Resource Function in an Organization..
CO101.2	REMEMBERING	ENUMERATE the emerging trends and practices in HRM.
CO101.3	UNDERSTANDING	ILLUSTRATE the different methods of HR Acquisition and retention.
CO101.4	APPLYING	DEMONSTRATE the use of different appraisal and training methods in an Organization
CO101.5.	ANALYSING	OUTLINE the compensation strategies of an organization
CO101.6.	EVALUATING	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.

Generic Core Courses (Compulsory) – Semester I		
Semester II		204 – Operations & Supply Chain Management
3 Credits		Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management...
CO101.2	UNDERSTANDING	EXPLAIN the process characteristics and their linkages with process- product matrix in a real world context.
CO101.3	UNDERSTANDING	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO101.4	APPLYING	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO101.5	ANALYSING	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.

Program Specific outcomes :The Program comprises of 4 Semesters and adopts the Choice Based Credit System (CBCS) and Grading System. The PSOs are explained to the students in the orientation program as well as during the induction program of the students.

These help the students to select their specialization and also can go for Major-Minor Specializations offered by the college. Following Specializations are offered:

1. Marketing Management
2. Financial Management
3. Human Resource Management
4. Operations Management
5. Business Analytics