



Fatima College

(Autonomous)

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle- IV)

College with Potential for Excellence (2004 - 2019)

101 - 150 Rank Band in India Ranking 2021 (NIRF)

Mary Land, Madurai - 625 018, Tamil Nadu.



FATIMA COLLEGE (AUTONOMOUS), MADURAI – 625018 2020 – 2021

CRITERION 1 - CURRICULAR ASPECTS

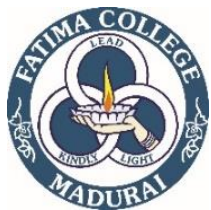
1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme specific outcomes (PSOs) and Course Outcomes (COs), of the Programmes offered by the Institution.

NAME OF THE PROGRAMME: MBA

PROGRAMME CODE : MBA

PROGRAMME OUTCOMES:

PO 1	Assess and synchronize the information on business environment and enhance the skills for grabbing the business opportunities
PO 2	Demonstrate the awareness on the current scenario of business and enrich the ability to connect their impacts on Global business trends
PO 3	Develop the creative and innovative techniques in management of Men, Materials, Money and Man power in an organization along with cross cultural and diversified commonalities



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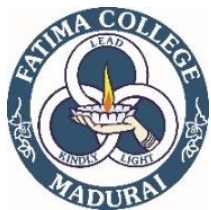
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PO 4	Summarize the theories and thoughts of leadership, communication, strategic decision making and motivation to make a platform in formulation of crisis management skills
PO 5	Synthesize and articulate the team development and group decision making skills along with employee empowerment through strong industrial relations

PROGRAMME SPECIFIC OUTCOMES:

PSO 1	Impart the students with practical knowledge about all the concepts with the objective of developing them as managers of business entities
PSO 2	Assist the students in developing their knowledge to acquire sound decision making skills, leadership traits, crisis management capability and resources utilization optimality
PSO 3	Provide a strong foundation for analytical thinking and application of technologies in business and in its various functional areas
PSO 4	Appraise the skills of the students through internship programmes, projects and in-plant training to develop their professionalism in their career



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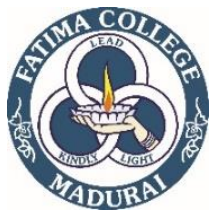
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PSO 5	Sketch out the students with expectancy in foundation courses and functional courses in their first year and with areas of specialization by streamlining their interest towards various aspects of business in the second year
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COURSE CODE	COURSE TITLE	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	COURSE DESCRIPTION	COURSE OUTCOMES
19MBA101	Management Principles and Practice	Global	This course focuses on the management principles, functions and various other elements of management. In this course the functions of managers, their roles	CO 1: Frame out the functions of management and evaluation of management thought. CO 2: Sketch out the types of organization structure along with delegation of authority and strategy.



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			and responsibilities along with organizational structure are insisted to make the students understand better to run a business successfully.	CO 3: Asses the various types of leadership styles and theories. CO 4: Emphasis on process of communication and its types. CO 5: Focus on the controlling techniques and its application in management.
19MBA102	Management Accounting	National	Students in this course will develop the essential ability of all managers to use complex accounting information as a platform for decision making. Students will build a certain	CO 1: Outline the overview of management accounting and understand the different types of depreciation. CO 2: Demonstrate the elements of cost and compute break-even print.



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			sophisticated level of understanding of the language of accounting and its concepts.	CO 3: Analyze the managerial application of marginal costing. CO 4: Discuss the significance of ratio Analysis and compute difference type's ratio. CO 5: Assess the requisites for a successful budgetary control system and compute different types of budget
19MBA103	Digital Management	Global	This course equips the students with skills for the effective use of office automation systems. This helps the participants to	CO 1: Discuss the evolution, classification of computers. CO 2: Analyze the applications of MS-Word MS-Excel and PowerPoint.



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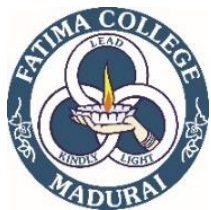
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			construct and Analyze databases.	CO 3: Assess the concept of database management system and communication network. CO 4: Outline Enterprise resource planning and its types. CO 5: Evaluate various E-Business models.
19MBA104	Managerial Economics	National	This course combines micro and macroeconomics and its application in businesses. It also exposes students to the fundamental economic concepts. This course also aims at providing	CO 1: Sketch the fundamental economic concepts. CO 2: Analyze demand and its determinants and to know the economics of scale. CO 3: Assess the pricing methods in various Market structure and



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			an overview of the circular flow of National income and its concepts.	<p>to get an idea over the theories of profits.</p> <p>CO 4: Demonstrate the circular flow of National Income and its concept.</p> <p>CO 5: Discuss the phase of Business cycle and Analyze the effects of inflation and deflation.</p>
19MBA105	Organizational Behaviour	Local	This course is to provide an understanding about individual and group behavioural process in the organizational context and apply such knowledge in dealing	<p>CO 1: Outline the overview of organizational behaviour and understand the different types of perception.</p> <p>CO 2: Demonstrate the concept of personality and discuss the different types of leadership theories.</p>



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			with issues of individual interpersonal or group behaviour in organization	CO 3: Discuss the different type of assess the functions of attitude. CO 4: Analyze the group dynamics and discuss the different type of motivation theories. CO 5: Assess the different stages of conflicts and stress management mechanism in the organization.
19MBA106	Quantitative Techniques	Regional	The course introduces the application of Operations Research concepts to the Management decision-making. The course	CO 1: Formulate business problems in matrix form CO 2: Formulate LP model for Business decision making and compute optimal solutions



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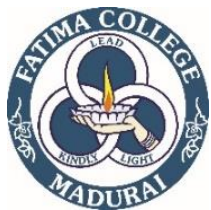
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			enables the learners to enrich their quantitative analytical skills.	<p>CO 3: Plan optimal decisions for transportation problems</p> <p>CO 4: Design methods to solve assignment problems</p> <p>CO 5: Apply strategies using game theory and Analyze it for optimality criterion</p>
19MBA201	Production & Operations Management	Local	This course examines the functional areas of production and operations management in the manufacturing industry.	<p>CO 1: Outline the concept of production management and discuss the different types of layout techniques.</p> <p>CO 2: Compute EOQ and assess the inventory classification.</p>



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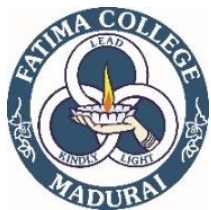
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				<p>CO 3: Evaluate the production scheduling and control mechanism in the organization</p> <p>CO 4: Discuss the techniques of work measurements and asses the work sampling procedures.</p> <p>CO 5: Identify the quality control techniques and emerging trends in production management.</p>
19MBA202	Human Resources Management	Local	This course aims on providing a overview on the concept of HRM. It exposes students to how to manage people at work. It also covers	<p>CO 1: Outline the concept of HRM & Manpower planning process.</p> <p>CO 2: Analyze the process of performance Appraisal and discuss the various methods of training and development.</p>



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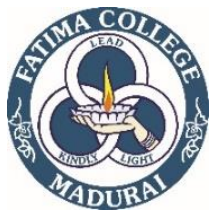
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			<p>concepts like manpower planning, recruitment, selection, training and development. It also examines the emerging trends in HRM.</p>	<p>CO 3: Evaluate the principles of Job evaluation and explain the wage and salary Administration.</p> <p>CO 4: Discuss trade Union and its function and Analyze collective bargaining.</p> <p>CO 5: Identify the cause of grievance and procedure for disciplinary action.</p>
19MBA203	Marketing Management	Global	<p>This course describes the nature and purpose of marketing. It describes marketing mix, consumer behavior and strategy,</p>	<p>CO 1: Outline marketing management concept and current trends.</p> <p>CO 2: Assess consumer behavior and identify competitors.</p>



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			product planning and development. It helps the students in making better marketing management decisions.	CO 3: Analyze product life cycle and strategies relevant to them. CO 4: Discuss pricing and distribution strategies. CO 5: Design and Manage advertising programme
19MBA204	Financial Management	Local	This course emphasis on the functions of finance, sources of finance and the importance of finance department in an enterprise. This course also illustrates the financial decisions, investment decisions	CO 1: Introduce financial management and preparation of fund flow and cash flow statements. CO 2: Outline the short term financing decisions in an organization.



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			and dividend decisions and their impact in the business environment.	<p>CO 3: Emphasize on long term investment and financial decisions in an organization.</p> <p>CO 4: Enhance the students with determination of dividend decisions and policies in declaration of dividends in an organization.</p> <p>CO 5: Sketch out the concept of taxation and its types.</p>
19MBA205	Management Information System	Global	The course emphasizes the application of systems in various business operations. The types of MIS and its various areas of	<p>CO 1: Emphasize on impact and role of MIS inn an organization.</p> <p>CO 2: Outline the application of information system in business operations.</p>



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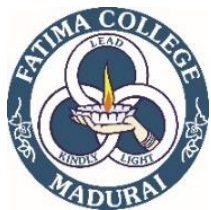
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			business applications are focused in this course. The business analytics and its impact on various business operations are also insisted in this course.	CO 3: Focus on decision support system in management decisions. CO 4: Highlight the application of strategic Information system in an organization. CO 5: Introduce business analytics and its types.
19MBA206	Business Research	Regional	The course is designed to enable the managers to pursue independent research in the context of organization. The course sharpens the research competencies	CO 1: Outline research types and process CO 2: Apply suitable sampling methods and techniques for research study CO 3: Use effective data collection methods



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			and analytical skills of learners.	CO 4: Apply appropriate Statistical tools and Analyze the results CO 5: Evaluate the research results and Create research report
19MBA301	Strategic Management	Global	The primary concern of this course is to introduce a strategic orientation among the participants in formulating and implementing strategies at corporate level.	CO1: Provide framework on strategic management. CO2: Analyze the environment for suitable strategies. CO3: Explain various strategies that corporate can adapt. CO4: Identify the process of implementing a strategy. CO5: Assess the strategic Control process and suggest suitable



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				ways for effective implementation of strategies
19MBA302	Entrepreneurship	National	The course explores the basic concepts of entrepreneurship. It provides an idea about the idea generation and the various Appraisals.	<p>CO 1: Outline the entrepreneurial framework and explore their personality traits.</p> <p>CO 2: Explain the EDP Training Programmes and institutions.</p> <p>CO 3: Identify the problems of women entrepreneur and face the challenges with Governmental support.</p> <p>CO 4: Analyze and formulate a business plan.</p> <p>CO 5: Assess the financial institutions and a roadmap to</p>



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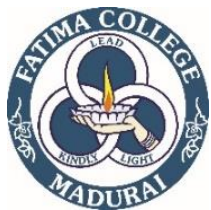
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				utilize the various incentives schemes.
19MBA303A	Marketing Research	Global	This course deals with planning relevant data collection Analysis and communication of such results. It deals with monitoring marketing performance and improves understanding.	CO1: Outline the importance research process CO2: Study the importance of research and information. CO3: Understand the process and methods of Data collection. CO4: Explain Data presentation interpretation and evaluation. CO5: Assess the application of marketing research in different forms.



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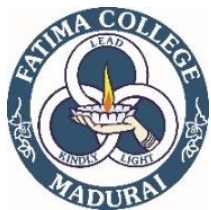
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19MBA303B	Advertising Management	Local	This course introduces integrated communication – advertising public relations – process and practices.	CO 1: To discuss the need for advertisement and current scenario in advertising. CO 2: To explain the role of advertising agencies. CO 3: To create advertisement for a product. CO 4: Assess the various media for advertising. CO 5: Compile research and advertising effectively.
19MBA303C	Sales and Distribution Management	Local	This course introduces the participants to sales and distribution practices. It exposes	CO 1: Outline the Concept of selling and sales management.



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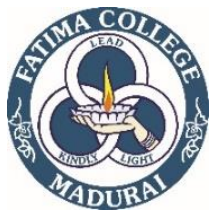
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			the participants to the tools and strategies necessary for designing, motivating and evaluating sales and distribution systems.	CO 2: Explain the theories on salesmanship and personal selling. CO 3: Assess the role of personal selling in distribution and promotional strategy. CO 4: Discuss sales force management and training programme. CO 5: Analyze channel of distribution and various distribution systems.
19MBA303D	Customer Relationship Management	National	This course plans to impart a sound introduction and	CO 1: Assess the need for and different mode of CRM.



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			components involved in CRM.	<p>CO 2: Identify various aspects related to CRM.</p> <p>CO 3: Explain customer relationship Management process.</p> <p>CO 4: Analyze the implication of CRM.</p> <p>CO 5: Compile E-CRM with traditional CRM.</p>
19MBA303E	Brand Management	Local	This course provides students with insights into how profitable brand strategies can be created and the implications for brand management professionals.	<p>CO 1: Revise branding, positioning and connected issues.</p> <p>CO 2: Compile new product development with branding.</p> <p>CO 3: Discuss product launch strategies.</p>



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				CO 4: Analyze the role of brand in Portfolio Management. CO 5: Explain brand management plan and systems.
19MBA303F	Digital Marketing	Global	This course enables the students to learn and master the complete landscape of online marketing and associated channels.	CO 1: Explain the evolution of digital marketing. CO 2: Revise consumer buying behaviour and process. CO 3: Analyze segmentation, Targeting and positioning in digital marketing. CO 4: Assess digital marketing mix. CO 5: Discuss relevant issues related to digital marketing.



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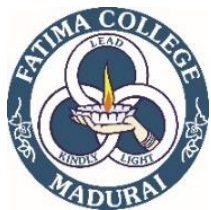
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19MBA304A	E – Commerce	Global	This course illustrates the electronic way of commerce and trade in the business world. The various models of e-commerce, e-payment modes and the safety approached in transactions are also included in this course for the better understanding of the students.	CO 1: Create an idea about e-market and its opportunities. CO 2: Give a frame work of various modes of e-commerce. CO 3: Emphasize the securities and safety measures for online transactions. CO 4: Sketch out the mode of purchase and cash payments. CO 5: Insists on upcoming trends in e-commerce.
19MBA304B	Introduction to GUI & Visual Basic	Global	This course aims to introduce the students about graphical user	CO 1: Insists on applications of Front end tools.



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			interface and its applications in business. The SQL, programming and its concepts are also focused in this course for the knowledge of the students in recent developments in software and systems technology.	CO 2: Provide knowledge about working with strings. CO 3: Give views on usage of control statements. CO 4: Provide information about VB menus. CO 5: Explain the usage of files and database.
19MBA304C	Enterprise Resource Planning	Global	This practical course gives knowledge about the applications of enterprise resource planning in various functions of an	CO 1: Frame an outline of ERP and its related technologies. CO 2: Outline the Manufacturing module of ERP.



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			organization. This course insists on the various technologies such as SAP, e-payment, e-HRM, OLAP.	<p>CO 3: Explain the finance and production module of ERP.</p> <p>CO 4: Insist on the Frame work and the market of ERP along with its leading.</p> <p>CO 5: Brief out the ways of ERP implementation and its Process.</p>
19MBA304D	Knowledge Management	Global	This course explores the concepts in knowledge database, knowledge architecture and its subsequent implications in business. This course also insists the	<p>CO 1: Introduce the knowledge management components and its benefits.</p> <p>CO 2: Give an outline of Knowledge Management process and challenges.</p>



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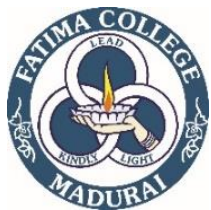
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			development of knowledge base in the organization for is better focus on the functions of the organization.	CO 3: Emphasize on Industrial environment and its issues. CO 4: Brief out the anatomy of Knowledge Management. CO 5: State the critical success factors in Knowledge Management.
19MBA305A	Project Financing	National	The course on Project Financing enables the project idea conception, project appraisal, and evaluating competencies of learners. The course provides knowledge on	CO1: Explore project ideas & assess project identification criteria CO2: Design project report and evaluate financial estimates and projections CO3: Plan appraisal of projects by various financial institutions



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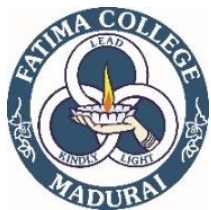
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			project risk evaluation techniques.	CO4: Compute project evaluation using techniques and Analyze project risks CO5: Predict sources of raising finance for projects
19MBA305B	Strategic Financial management	Regional	The course inculcates the strategic approach to financial management and develops the diagnostic skills of learners on valuation of firm.	CO1: Outline SFM model and identify conceptual framework CO2: Explain financial models and apply models successfully CO3: Use equity and firm valuation models and formulate management decisions CO4: Apply corporate restructuring methods and strategic cost management techniques



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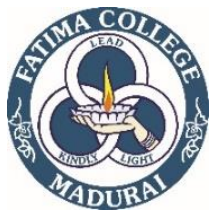
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				CO5: Plan for financial innovations and asses ethical financial performance
19MBA305C	Fundamentals of Insurance Management	Global	The course enables the learners to acquaint understanding on Insurance policies and familiarize the mechanism of Insurance services. The course hones up the skills of managers to compute insurance premiums and bonuses.	<p>CO1: Outline the concepts of risk in 'Life insurance' and explain the fundamentals of agency law and explain the fundamentals of agency law.</p> <p>CO2: Explain life insurance plans and identify insurance companies in India</p> <p>CO3: Compute Premiums and Bonuses for insurance policies</p> <p>CO4: Evaluate general insurance Business and its forms</p>



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				CO5: Assess other types of general insurance
19MBA305D	Banking and Financial Institutions	National	The course offers a comprehensive outlook on the financial institutions and in particular develops the profound knowledge on operations of banks.	<p>CO1: Outline the structure, functions & operations of Indian financial and banking system</p> <p>CO2: Explain the role and policy measures of Development Financial Institutions</p> <p>CO3: Analyze risk management in FIs and assess the interaction among various risks.</p> <p>CO4: Discuss NPA management RBI functions and norms.</p>



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				CO5: Evaluate latest technology in banks in Payment & Settlement system.
19MBA305E	Derivatives & Markets	Global	The course presents a framework of various derivative and commodity products in the market. The course attempts to enhance the assessment expertise of managers on trading mechanism of derivative and commodity market.	CO1: Identify derivative products and explain risks associates with derivatives. CO2: Outline the rules and bye-laws for derivatives market. CO3: Explain the concept of Stock index futures. CO4: Assess types of interest rate futures CO5: Evaluate commodity futures



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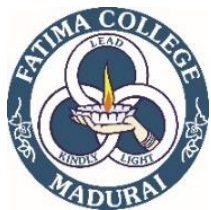
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19MBA306A	Total Quality in Human Resource	Regional	This course focuses on imparting knowledge about the role of TQM in HRM. It also helps to assess the various dimensions of performance to integrate implication plan for managing HR.	<p>CO1: Outline the significance of total quality management and Analyzing role of TQM in HRM.</p> <p>CO2: Explain customer satisfaction strategy dimension and asses the various TQ HR strategy planning.</p> <p>CO3: Demonstrate the continuous improvement process dimension.</p> <p>CO4: Analyze project dimension and assess TQHR projects, planning & Management.</p> <p>CO5: Assess various dimension of performance to integrate</p>
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				implication plan for managing HR
19MBA306B	Advanced industrial relations	Regional	This course intends to explore the industrial relations in public sector. The course aims to equip students with grievance and conflict resolutions measures.	<p>CO 1 : Outline the concepts of IR and explore IR in the public sector</p> <p>CO 2 : Explain the concepts of trade union and collective bargaining.</p> <p>CO 3 : Identify the courses of grievances, conflicts and to discuss the conflict resolution measures.</p> <p>CO 4 : To discuss the workers participation in management and to know the level of workers education in India.</p>



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				CO 5 : Analyze various legislations relating to social security and the functions of ILO
19MBA306C	Training & Development	Regional	This course aims to teach HR students the skills to design, develop and implement a training program. This course also gives a wider knowledge about OD strategies and its implementation.	CO 1 : Outline the principles of training & development. CO 2 : Explain the techniques of on the job training CO 3 : Identify the various techniques of the job. CO 4 : Analyze the process and intervention of OD. CO 5 : Assess the OD strategies and the action research requirements for OD implication



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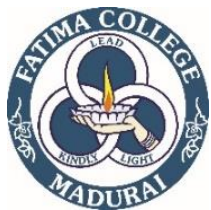
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19MBA306D	Labour Legislation	National	This course focuses at providing a wide knowledge to students about the various Acts in relation with Labour Legislation. It also exposes students to identify the provisions in the Industrial Disputes Act. It helps the students to get an idea about the relationship between management and Indian Labour legislation.	<p>CO 1 : Discuss the concept and principles of legislation and the role of Labour welfare officer.</p> <p>CO 2 : Explain the various Act relevant to labour legislation .</p> <p>CO 3 : Discuss some of the relevant Act in relation with Labour Legislation.</p> <p>CO 4 : Create an idea about the acts that are relevant to Laws.</p> <p>CO 5 : To identify the provisions in the Industrial disputes Act</p>
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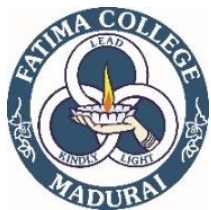
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19MBA306E	Strategic Human Resource Management	Global	This course enhances students understanding the various approaches of SHRM. It helps the students to Analyze the strategic linkage of performance management and helps to assess the contribution of SHRM to organizational success.	<p>CO 1 : Outline the concepts and components of SHRM</p> <p>CO 2 : Discuss the functional strategies of HRP, Recruitment and selection</p> <p>CO 3 : Demonstrate the linkage between business strategy & training</p> <p>CO 4 : Identify / Analyze the strategic linkage of performance Management compensation & rewards strategy.</p> <p>CO 5 : Assess the strategic contribution of HRM to organizational</p>
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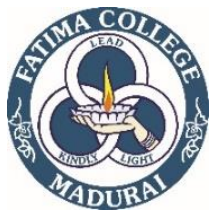
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19MBA306F	Career Management	Local	This course explores the impact of changing environment in career development. It helps to evaluate the changing career dynamic and its impact.	CO 1 : Outline the concepts & Components of career development. CO 2 : Analyze the career progression and the baseline for competency management. CO 3 : Assess the career paths and talent management. CO 4 : Evaluating the changing career dynamic and its impact. CO 5 : Discuss the various career development plan
19MBA307A	Total Quality Management	Global	This course is designed with an objective to familiarize the students	CO 1: Outline the overview of TQM and identify the different components of quality.



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			with key aspects of total quality management and its application in real world scenarios.	<p>CO 2: Discuss the role of functional department in TQM.</p> <p>CO 3: Assess and manage the process quality in the organization.</p> <p>CO 4: Identify the role and importance of quality in customer satisfaction.</p> <p>CO 5: Demonstrate the ISO certification procedures in the organization.</p>
19MBA307B	Materials Management	Local	The course introduces students to the basic concepts of material management. There will be a focus on	CO1 : Outline the overview of material management and Analyze the different type of techniques



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			appropriate theory and the course will aim to provide opportunities for the practical implementation of the main concept covered.	<p>CO2 : Assess the price trends and identify the purchase policies in material management.</p> <p>CO3 : Discuss the different inventory calculation techniques and compute EOQ</p> <p>CO4 : Identify the different level of stock and Analyze cost optimization.</p> <p>CO5 : Explain the concept of storage and preservation</p>
19MBA307C	Advanced Manufacturing System	Global	The students will have the opportunity to learn advanced manufacturing system being used in the	CO 1: This course familiarizing the computer aided designing and manufacturing



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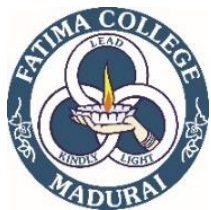
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			business environment which enables students to make better management decisions.	CO 2 : Identify the flexible manufacturing system and robotics in organization. CO 3 : Assess the different type of networking techniques and project budgeting . CO 4 : Discuss the concept of capacity utilization and its effect on manufacturing. CO 5 : Analyze the need for cost reduction and discuss the different inventory management techniques
19MBA308A	Hospital Administration	Global	This is an introductory course in Hospital Administration with	CO 1: Outline the overview of service industry and Analysing characteristics and challenges .



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			emphasis to cover key activities related to hospital operation.	CO 2 : Demonstrate the healthcare revolution assess various type of health care organizations CO 3 : Explain the different type of Hospitals and Analysing role of Hospital in health care . CO 4 : Identify the different levels and roles in hospital management. CO 5 : Discuss the current issues and best practices in health care
19MBA308C	Hospital Accounting and Finance	Global	The course introduces students to the basic concepts of Health Insurance. It involves	CO 1: Outline the concept of health insurance and discuss the different types of Health insurance in India



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			understanding all aspects of health insurance package and premium schedule.	<p>CO 2: Assess the demand and supply of health Insurance .</p> <p>CO 3 : Compute the health Insurance premium and designing benefit package .</p> <p>CO 4 : Identify the provider payment mechanism and comparison of different payments systems</p> <p>CO 5 : Explain the concept of TPA and communicate the problems faced by hospitals.</p>
19MBA308C	Hospital Accounting and Finance	National	This course explains accounting tools and techniques, which can be used to help firms maximizes value	CO1: Outline the overview of Hospital Accounting and demonstrate the accounting chart for hospitals



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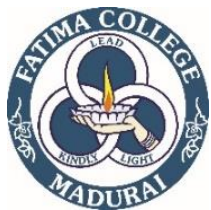
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			improving decision relating to budgeting and costing	<p>CO2: Explain the concept of fundraising and evaluate fundraising tactics .</p> <p>CO3: Prepare different types of Budget and compute cost sheet for hospitals .</p> <p>CO4: Assess the financial performance of hospital and plan (Financial decisions) investment Management</p> <p>CO 5: Discuss the concept the concept of equity and evaluate the NHA in India context</p>
19MBA309A	International Financial Management	Global	This course describes the challenges and trends in international	CO 1: Brief out the recent changes and global financial market .



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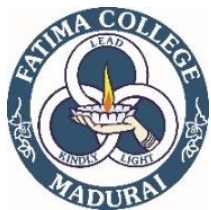
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			finance function, the implications of currency market, foreign exchange market and derivative market in the business environment.	<p>CO 2 : Conceptualize the FOREX applications and balance of payments</p> <p>CO 3 : Give an idea about various types of currency transactions in FOREX market</p> <p>CO 4 : Insists on party conditions in international finance.</p> <p>CO 5 : Explain the function of international and European Monetary system</p>
19MBA309B	Logistics and Supply Chain Management	Global	This course emphasizes and the logistics management and supply chain management in an	CO 1: Introduce various types of logistics and concepts.



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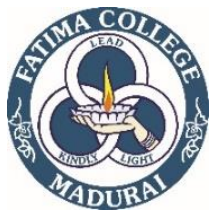
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			organization. The basic concepts such as inventory management, distribution management and supply chain relationships are also discussed in this course.	<p>CO 2 : Focus on inventory control and distribution resource planning in an organization</p> <p>CO 3 : Insist an importance of supply chain management and its global business applications.</p> <p>CO 4 : Assess the importance of supply chain relationships and conflicts resolution strategies.</p> <p>CO 5 : Emphasis the role of manager in supply chain along with its values</p>
19MBA309C	Import Procedures and Documentation	National	The course illustrates the import requisites, importance, and	CO 1: Outline the overview of service industry and Analyzing characteristics and challenges.



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			<p>preliminary arrangements and importers documents in the present scenario. The import incentives along with various supportive documents are also emphasized by this course for the better understanding of the students.</p>	<p>CO 2 : Demonstrate the healthcare revolution assess various type of health care organizations.</p> <p>CO 3 : Explain the different type of Hospitals and Analyzing role of Hospital in health care .</p> <p>CO 4 : Identify the different levels and roles in hospital management.</p> <p>CO 5 : Discuss the current issues and best practices in health care</p>
19MBA401	International Business Management	Global	<p>This course focuses on broad business administration skills. It combines International</p>	<p>CO 1: Explain the need and relevance of International Business.</p>



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			business strategies and culture	CO 2: Assess tariff barriers and role of various institutions in International Business. CO 3: Analyze multinational companies and various market entry strategies. CO 4: Compare globalization and Indian business settings. CO 5: Discuss issues in International Business.
19MBA402A	Rural Marketing	Local	This course familiarizes the students with conceptual understanding of rural marketing and	CO 1: Discuss the characteristics of rural market. CO 2: Analyze the challenges in rural marketing and rural market consumer behaviour.



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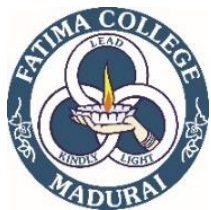
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			development practices in Indian context.	CO 3: Assess rural marketing mix. CO 4: Explain channel management and communication in rural market. CO 5: Outline industrial setup in rural market and recent trends.
19MBA402B	Services Marketing	Global	This course of examines the important issues faced by the service providers and the successful implementation of a customer focus in service based businesses.	CO1: Discuss evolution of service marketing, consumer behaviour and segmentation, targeting and positioning. CO2: Explain product and pricing in service industries.



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				<p>CO3: Analyze promotion and distribution in service industries.</p> <p>CO4: Compile the concepts of people, process and physical evidences in service marketing.</p> <p>CO5: Apply service quality and strategies in various industries.</p>
19MBA402C	Consumer Behaviour	Regional	<p>This course applies knowledge from the field of psychology, sociology, anthropology and economics to describe and understand how consumers are likely to</p>	<p>CO1: Explain the need for studying consumer behavior and consumer research.</p> <p>CO2: Discuss the role of social factors in consumer behavior.</p> <p>CO3: Analyze the role of culture in understanding consumers.</p>



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			behave in many different consumption situations.	CO4: Outline consumer decision process and models. CO5: Compile the influence of attitude and belief in consumer behavior.
19MBA402D	Retail Management	Regional	This course develops an in-depth understanding of retail and services management as well as non-store retailing.	CO1: Outline channels of Distribution and evolution of retailing. CO2: Discuss trends and opportunities in retailing. CO3: Analyze various retail formats CO4: Assess the role of Inventory display in retailing. CO5: Explain retailing as a sustainable competitive strategy.



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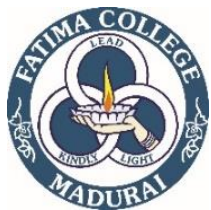
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19MBA403A	Relational Database Management System & Oracle	Global	This course aims on the data base and its concepts along with its applications in business. This course also emphasizes the recent developments in RDBMS and Oracle to make the students to run a business in an effective manner.	CO1: Outline the evolution of database management system. CO2: Give a frame work a relational model of DBMS and its data control facilities. CO3: Provide knowledge about SQL and its applications. CO4: Identify ways of designing database and format models for its applications in business. CO5: Emphasis a establishing user system and user object to maintain database security in the organization
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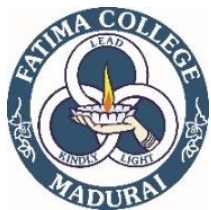
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19MBA403B	Internet & Java Programming	Global	In order to cope up with the recent developments and designing an e-business, this course is framed for the students. It also focuses on the concepts and areas of internet and Java programming.	CO 1: Introduce the browsers and URL in web designing. CO 2: Enable to know various types of data and inheritance. CO 3: Framework of various packages and interfaces along with exception banding. CO 4: Insist on working with windows graphics and texts. CO 5: Introduce networking and IDBC.
19MBA403C	Computer Networks	Global	This course examines the concepts and features of computer networks in the	CO 1: Introduce the network types, applications and models CO 2: Outline the path of transmission of various types



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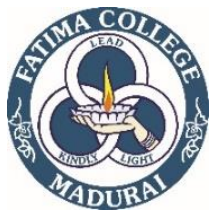
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			present scenario. It involves the various types of networking and its impact in the business.	<p>of signals and error detections and correction</p> <p>CO 3: Give importance about data communications and channels</p> <p>CO 4: Analyze the various types of communication networks</p> <p>CO 5: Provide knowledge about internetwork and wireless network</p>
19MBA404A	Security Analysis and Port folio Management	National	The course is intended to provide an in-depth theoretical knowledge on stock market. It augments the learning managers to build	<p>CO1: Outline the concept of Investment Management and Securities market</p> <p>CO2: Assess the risk and return of individual securities.</p>



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			portfolio and Analyze its performance.	CO3: Apply Fundamentals and Technical Analysis to Portfolio CO4: Assess the risk and return of Portfolio CO5: Use portfolio evaluation techniques
19MBA404B	Management of Financial Services	National	The course focuses on providing knowledge on financial services industry. The course is designed to Analyze the practices of different financial services in the market.	CO1: Explain the industry framework of financial services and create innovative financial instruments CO2: Evaluate leasing & hire purchase quantitatively and qualitatively CO3: Outline the venture capital firms, credit rating agencies &



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				methodology, and stock broking procedures CO4: Evaluate mutual fund industry CO5: Analyze factoring services, depository system and International Financial Centers
19MBA404C	Mergers, Acquisitions and corporate restructuring	Global	This course hones up the dexterity of the managers on the strategic approach to mergers and acquisitions. It also widens the analytical skills of learners on valuation of mergers.	CO1: Plan for mergers and discuss the strategic approach to M&A CO2: Formulate corporate restructuring deal CO3: Evaluate valuation approaches and methods of financing mergers CO4: Analyze take over approaches and amendments



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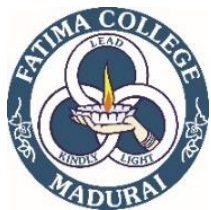
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				CO5: Apply accounting methods and Analyze Legal and Regulatory Provisions
19MBA405A	Industrial Psychology & Counseling	Local	This course focuses on inculcating knowledge about work psychology and the various approaches of work psychology like psychoanalytic, trait, behavioral, phenomenological, social and cognitive. It helps the student to develop the counseling skills.	<p>CO 1: Outline the concepts of industrial psychology.</p> <p>CO 2: Analyze work psychology and career choice and development for executives.</p> <p>CO 3: Discuss the types of employee counseling and its process.</p> <p>CO 4: Evaluate the special areas in counseling.</p> <p>CO 5: Explain the role & functions of employee counsellor.</p>



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19MBA405B	Human Resource Accounting and Audit	National	This course aims at providing an overview about the concepts of HRA. This course explores the various methods and instruments of HR Audit.	CO 1: Outline the concepts of HRA. CO 2: Analyze the various methods of HRA. CO 3: Discuss concepts & Components of HR Audit. CO 4: Explain HRD strategies, style, structure & systems. CO 5: Evaluate HRD Audit methodology.
19MBA405C	Management consultancy	Global	This course focuses on providing an outline about concepts of consulting and its models. It also helps to explore the tools and	CO 1: Outline the concepts of consulting & its models. CO 2: Understand the steps in marketing of consulting service.



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			methodology of consulting.	CO 3: Analyze the tools & methodology of consulting. CO 4: Assess the strategy of the consulting firms in managing conflicts. CO 5: Identifying the consultancy assignment & client presentation in managing future consulting opportunities.
19MBA405D	Disaster Management	Global	This course helps the students to explore and inculcating skills to manage disaster and crisis.	CO 1: Outline an overview of Natural Disaster Management. CO 2: Assess the skill development for disaster Management.



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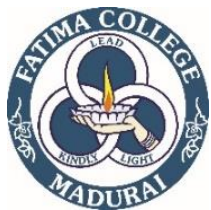
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				<p>CO 3: Discuss the steps in project rescue.</p> <p>CO 4: Analyze the Leader's Role in emotional intelligence.</p> <p>CO 5: Examine the ethics and social responsibility.</p>
19MBA405E	Human Resource Information System	Global	<p>This course focuses at enhancing the knowledge on integration of HR and information technology. It helps the students to integrate information system with functional areas of HR.</p>	<p>CO 1: Outline information about interface between HR & IT.</p> <p>CO 2: Discuss the logical process modeling.</p> <p>CO 3: Analyze the various issues of HRIs .</p> <p>CO 4: Asses HRIs & Functional Areas of HR.</p>



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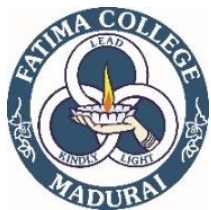
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				CO 5: Evaluate performance and compensating management in organization .
19MBA406A	Value Engineering & Waste Control	National	This course makes the students to learn the basics of value engineering and its importance. The course deals with uses of value engineering and reducing waste.	<p>CO1 : Outline the overview of value engineering and discuss the relation of VE to other operations.</p> <p>CO2 : Identify the different value engineering techniques and assess the decision making process.</p> <p>CO3 : Discuss the concept of scheduling and Analyze the different techniques in scheduling .</p>



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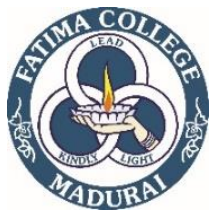
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				CO4 : Assess the different types of training for value engineering . CO5 : Discuss and communicate the value engineering at workplace
19MBA406B	Production Planning & Control	Regional	The course introduces students to the basic concept of production planning and control. The students will have the opportunity to learn routing and scheduling being used in the business environment which enables students to make better decisions.	CO 1: Outline the overview of production planning and different control procedures in the organization. CO 2: Discuss the application of routing & scheduling in production planning. CO 3: Identify the different type of production system and control technique.



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Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle- IV)

College with Potential for Excellence (2004 - 2019)

101 - 150 Rank Band in India Ranking 2021 (NIRF)

Mary Land, Madurai - 625 018, Tamil Nadu.



				CO 4: Assess the different stages of production control. CO 5: Discuss different types of computer aided production planning and computer systems.
19MBA406C	Project Management	National	This course has been designed with an objective to familiarize students with key aspects of project management. This course will equip them to understand the influences of heuristics	CO 1: Outline the concept of project management and discuss the project feasibility Analysis. CO 2: Discuss the market Analysis and evaluate social cost Benefit Analysis. CO 3: Identify the different networking techniques used in project construction.



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			while taking investment decision.	CO 4: Explain the concept of GERT simulation and its application in project management. CO 5: Prepare the project organization and project costing.
19MBA407A	Hospital Services Management	Global	The course will focus on sharing the latest trends, best practices and procedures in Hospital administration.	CO 1: Outline the overview of outpatient services and Trauma care in hospital. CO 2: Demonstrate the impatient services and functions of OT/ICU in the hospital. CO 3: Explain the diagnosis procedures in the hospital.



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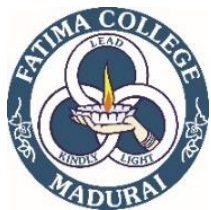
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				CO 4: Identify the role of engineering service in Hospital. CO 5: Discuss the various supporting services in Hospital.
19MBA407B	Quality Management in Hospital	Global	The course aims to prepare students to provide in-depth knowledge of quality management that can be used in hospitals.	CO 1: Outline the entrepreneurial framework and explore their personality traits. CO 2: Explain the EDP Training Programmes and institutions. CO 3: Identify the problems of women entrepreneur and face the challenges with Governmental support. CO 4: Analyze and formulate a business plan.



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				CO 5: Assess the financial institutions and a roadmap to utilize the various incentives schemes.
19MBA407C	Marketing of Hospital Services	Global	The course provides students scope, skills and tools of marketing. Then the student will be able to start their marketing careers in the Hospital.	<p>CO 1: Outline the concept of service of service marketing and identify different service mix components for hospital.</p> <p>CO 2: Discuss the procedure for planning and development of new services in the hospital.</p> <p>CO 3: Asses the different type of pricing methods and franchise in hospital service.</p>



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				<p>CO 4: Identify the promotion and communication mix for hospital services.</p> <p>CO 5: Analyze the role and importance of people, process and physical evidence in hospital service.</p>
19MBA408A	International Marketing	Global	<p>The course seeks to improve the knowledge of learners on the international context of marketing orientation. It also inculcates the expertise in the managers to formulate marketing decisions in</p>	<p>CO1: Explain foreign trade and plan for international market entry decisions</p> <p>CO2: Formulate product mix decisions</p> <p>CO3: Plan Pricing mix decisions</p> <p>CO4: Analyze Distribution strategies</p>



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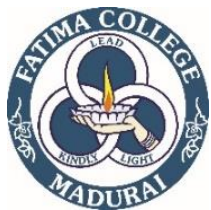
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			the international context.	CO5: Evaluate promotion strategies and predict control aspects
19MBA408B	Export Finance & Documentation	National	The purpose of the course is to implant proficiency in Export operations and procedures among the learners. The course intends to build up the logical ability of the managers in handling foreign trade transactions.	CO1: Explain foreign trade formalities, payments and practical problems faced CO2: Analyze financing foreign trade and financing schemes CO3: Create shipping documents in foreign trade CO4: Apply Foreign exchange theories CO5: Evaluate Trade control policies and Promotional measures



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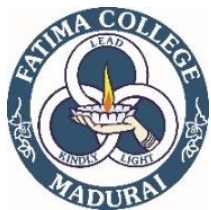
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19MBA408C	International Human Resource Management	Global	<p>This course intends to improve the familiarity of learners on the HRM practices in the international context. It enables the students to face the HRM challenges in the International context.</p>	<p>CO1: Formulate approaches to IHRM and identify role of HRM in international firms.</p> <p>CO2: Demonstrate different cultures and its values.</p> <p>CO3: Plan recruitment & selection practices in MNCs and design T&D components.</p> <p>CO4: Apply performance appraisal and compare approaches to Compensation Management.</p> <p>CO5: Assess comparative practices of Industrial relations internationally.</p>
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