

Criterion : I – Curricular Aspects

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Metric Course Outcomes (COs) - M.B.A : 2015 - 2020



FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625018

NAME OF THE PROGRAMME: M.B.A

PROGRAMME CODE: MBA

PROGRAMME OUTCOMES:

Year

On completion (after two years) of MBA Programme, the students are able to

- **PO 1:** Assess and synchronize the information on business environment and enhance the skills for grabbing the business opportunities
- Demonstrate the awareness on the current scenario of business and enrich the ability to connect their **PO 2**: 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
- Summarize the theories and thoughts of leadership, communication, strategic decision making and **PO 4**: motivation to make a platform in formulation of crisis management skills
- Synthesize and articulate the team development and group decision making skills along with employee **PO 5**: empowerment through strong industrial relations



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 Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A
 Year : 2015 - 2020



PROGRAMME SPECIFIC OUTCOMES:

On completion (after two years) of MBA Programme, the students are able to

- **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
- **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 Outcomes (COs) - M.B.AYear: 2015 - 2020



YEAR: 2019 - 2020

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 and responsibilities along with organizational structure are insisted to make the students understand better to run a business successfully.	 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. 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.



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19MBA102	Management	National	Students in this course will	CO 1: Outline the overview of
	Accounting		develop the essential ability	management accounting and
			of all managers to use	understand the different types of
			complex accounting	depreciation.
			information as a platform for	CO 2: Demonstrate the elements of cost
			decision making. Students	and compute break-even print.
			will build a certain sophisticated level of understanding of the	CO 3: Analyze the managerial application of marginal costing.
			language of accounting and	CO 4: Discuss the significance of ratio
	2		its concepts.	Analysis and compute difference
				type's ratio.
				CO 5: Assess the requisites for a
			INDLY LIGHT	successful budgetary control
				system and compute different typ
				of budget
19MBA103	Computer for	Global	This course equips the	CO 1: Discuss the evolution, classificati
			students with skills for the	



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	1	1		
	Managers		effective use of office	of computers.
			automation systems. This helps the participants to construct and Analyze databases.	 CO 2: Analyze the applications of MS-Word MS-Excel and PowerPoint. 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 an	 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



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			overview of the circular flow		various Market structure and to get
			of National income and its		an idea over the theories of profits.
			concepts.	CO 4:	Demonstrate the circular flow of
			LEAD		National Income and its concept.
				CO 5:	Discuss the phase of Business
					cycle and Analyze the effects of
					inflation and deflation.
19MBA105	Organizational	Local	This course i <mark>s t</mark> o provide an	CO 1:	Outline the overview of
	Behavior		understanding about		organizational behavior and
	5		individual and group		understand the different types of
			behavioral process in the		perception.
			organizational context and	CO 2:	Demonstrate the concept of
			apply such knowledge in		personality and discuss the
			dealing with issues of		different types of leadership
			individual interpersonal or		theories.
			group behavior in organization	CO 3:	Discuss the different type of assess
					the functions of attitude.



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			LEAD	 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 enables the learners to enrich their quantitative analytical skills.	 CO 1: Formulate business problems in matrix form CO 2: Formulate LP model for Business decision making and compute optimal solutions CO 3: Plan optimal decisions for transportation problems CO 4: Design methods to solve assignment problems CO 5: Apply strategies using game theory and Analyze it for optimality



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19MBA201	Production & Operations Management	Local	This course examines the functional areas of production and operations management in the manufacturing industry.	 CO 1: Outline the concept of production management and discuss the different types of layout techniques. CO 2: Compute EOQ and assess the inventory classification. CO 3: Evaluate the production scheduling and control mechanism in the organization CO 4: Discuss the techniques of work measurements and asses the work sampling procedures. CO 5: Identify the quality control techniques and emerging trends in production management.
19MBA202	Human	Local	This course aims on	CO 1: Outline the concept of HRM



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	Resources		providing a overview on the		&Manpower planning process.
	Management		concept of HRM. It exposes students to how to manage people at work. It also covers concepts like manpower planning, recruitment, selection, training and development. It also examines the emerging trends in HRM.	CO 3: CO 4:	Analyze the process of performance Appraisal and discuss the various methods of training and development. Evaluate the principles of Job evaluation and explain the wage and salary Administration. Discuss trade Union and its function and Analyze collective bargaining. Identify the cause of grievance and procedure for disciplinary action.
19MBA203	Marketing Management	Global	This course describes the nature and purpose of marketing. It describes marketing mix, consumer		Outline marketing management concept and current trends. Assess consumer behavior and



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			behavior and strategy, product planning and development. It helps the students in making better marketing management decisions.	CO 4:	identify competitors. Analyze product life cycle and strategies relevant to them. Discuss pricing and distribution strategies. 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 and dividend decisions and their impact in the business	CO 2: CO 3:	Introduce financial management and preparation of fund flow and cash flow statements. Outline the short term financing decisions in an organization. Emphasize on long term investment and financial decisions in an organization. Enhance the students with



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RAL Year	: 2015 - 20	20			
			environment.	CO 5:	determination of dividend decisions and policies in declaration of dividends in an organization. Sketch out the concept of taxation and its types.
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 business applications are focused in this course. The business analytics and its impact on various business operations	CO 2: CO 3:	 Emphasize on impact and role of MIS inn an organization. Outline the application of information system in business operations. Focus on decision support system in management decisions. Highlight the application of

he application of strategic Information system in an organization.

CO 5: Introduce business analytics and

are also insisted in this

course.



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				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 and analytical skills of learners.	 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 CO 4: Apply appropriate Statistical tools and Analyze the results CO 5: Evaluate the research results and Create research report
Course Code	Course Title	NATURE OF THE COURSE	COURSE DESCRIPTION	COURSE OBJECTIVES
MBA301	Strategic Management	Global	The primary concern of this course is to introduce a	Provide framework on strategic management.



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			strategic orientation among	•	Analyze the environment for suitable
			the participants in		strategies.
			formulating and	•	Explain various strategies that
			implementing strategies at		corporate can adapt.
			corporate level.		Identify the process of implementing
					a strategy.
				•	Assess the strategic Control process
					and suggest suitable ways for
					effective implementation of
					strategies
MBA302 E	Entrepreneur-	National	The course explores the	•	Outline the entrepreneurial
s	ship	æ %	basic concepts of		framework and explore their
		\$	entrepreneurship. It provides		personality traits.
			an idea about the idea	•	Explain the EDP Training
			generation and the various		Programmes and institutions.
			Appraisals.	•	Identify the problems of women
			ADIRB		entrepreneur and face the



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			LEAD	 support. Analyze and formulate a business plan. Assess the financial institutions and a roadmap to utilize the various incentives schemes.
MBA303	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.	 Outline the importance research process Study the importance of research and information. Understand the process and methods of Data collection. Explain Data presentation interpretation and evaluation. Assess the application of marketing research in different forms.
MBA304	Advertising	Local	This course introduces	• To discuss the need for advertisement



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	Management		integrated communication -	and current scenario in advertising.
			advertising public relations –	• To explain the role of advertising
			process and practices.	agencies.
			TEAD	• To create advertisement for a product.
			ULIIO	• Assess the various media for
				advertising.
				• Compile research and advertising
				effectively.
MBA305	Sales and	Local	This course introduces the	Outline the Concept of selling and
	Distribution		participants to sales and	sales management.
	Management		distribution practices. It	• Explain the theories on salesmanship
			exposes the participants to	and personal selling.
		¢h ()	the tools and strategies	• Assess the role of personal selling in
			necessary for designing,	distribution and promotional strategy.
			motivating and evaluating	• Discuss sales force management and
			sales and distribution	• Analyze channel of distribution and
			systems.	various distribution systems.



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MBA306	Customer	National	This course plans to impart a	• Assess the need for and different mode
	Relationship		sound introduction and	of CRM.
	Management		components involved in	• Identify various aspects related to
			CRM. EAD	CRM.
				• Explain customer relationship
				Management process.
				• Analyze the implication of CRM.
				• Compile E-CRM with traditional CRM.
MBA308	Brand	Local	This course provides	Revise branding, positioning and
	Management		students with insights into	connected issues.
		7 8	how profitable brand	• Compile new product development
		Σ	strategies can be created and	with branding.
			the implications for brand	• Discuss product launch strategies.
			management professionals.	• Analyze the role of brand in Portfolio
				Management.
			ADTOR	• Explain brand management plan and
				systems.



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MBA309	E-Marketing	Global	This course enables the students to learn and master the complete landscape of online marketing and associated channels.	 Explain the evolution of digital marketing. Revise consumer buying behavior and process. Analyze segmentation, Targeting and positioning in digital marketing. Assess digital marketing mix. Discuss relevant issues related to digital marketing.
MBA311	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	 Create an idea about e-market and its opportunities. Give a frame work of various modes of e-commerce. Emphasize the securities and safety measures for online transactions. Sketch out the mode of purchase and cash payments.



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			understanding of the students.	Insists on upcoming trends in e- commerce.
MBA312	Introduction to GUI & Visual Basic	Global	This course aims to introduce the students about graphical user 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.	 Insists on applications of Front end tools. Provide knowledge about working with strings. Give views on usage of control statements. Provide information about VB menus. Explain the usage of files and database.
MBA313	Enterprise Resource Planning	Global	This practical course gives knowledge about the applications of enterprise resource planning in various	 Frame an outline of ERP and its related technologies. Outline the Manufacturing module of ERP.



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			functions of an organization.	• Explain the finance and production
			This course insists on the	module of ERP.
			various technologies such as	• Insist on the Frame work and the
			SAP, e-payment, e-HRM,	market of ERP along with its leading.
			OLAP.	• Brief out the ways of ERP
				implementation and its Process.
MBA314	Knowledge	Global	This course <mark>ex</mark> plores the	• Introduce the knowledge management
	Management		concepts in knowledge	components and its benefits.
			database, knowledge	Give an outline of Knowledge
		5	architecture and its	Management process and challenges.
		2	subsequent implications in	• Emphasize on Industrial environment
		R R	business. This course also	and its issues.
		¢Λ Λ	insists the development of	• Brief out the anatomy of Knowledge
			knowledge base in the	Management.
			organization for is better	• State the critical success factors in
			focus on the functions of the	Knowledge Management.
			organization.	



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MBA322	Project	National	The course on Project	• Explore project ideas & assess project
	Financing		Financing enables the project	identification criteria
			idea conception, project	• Design project report and evaluate
			appraisal, and evaluating	financial estimates and projections
			competencies of learners.	• Plan appraisal of projects by various
			The course provides	financial institutions
			knowledge o <mark>n</mark> project risk	Compute project evaluation using
			evaluation techniques.	techniques and Analyze project risks
				• Predict sources of raising finance for
				projects
MBA323	Strategic	Regional	The course inculcates the	Outline SFM model and identify
	Financial	\mathbf{S}	strategic approach to	conceptual framework
	management	\Im \bigcirc	financial management and	• Explain financial models and apply
			develops the diagnostic skills	models successfully
			of learners on valuation of	• Use equity and firm valuation models
			firm.	and formulate management decisions
			SDUBP	• Apply corporate restructuring methods



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		NA COL	 and strategic cost management techniques Plan for financial innovations and asses ethical financial performance
of Inst	amentals urance gement	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.	 Outline the concepts of risk in 'Life insurance' and explain the fundamentals of agency law and explain the fundamentals of agency law. Explain life insurance plans and identify insurance companies in India Compute Premiums and Bonuses for insurance policies Evaluate general insurance Business and its forms Assess other types of general insurance



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MBA325	Management of Financial Institutions and Banks	National	The course offers a comprehensive outlook on the financial institutions and in particular develops the profound knowledge on operations of banks.	 Outline the structure, functions & operations of Indian financial and banking system Explain the role and policy measures of Development Financial Institutions Analyze risk management in FIs and assess the interaction among various risks. Discuss NPA management RBI functions and norms. Evaluate latest technology in banks in Payment & Settlement system.
MBA326	Derivatives & Futures	Global	The course presents a framework of various derivative and commodity products in the market. The course attempts to enhance the assessment expertise of	 Identify derivative products and explain risks associates with derivatives. Outline the rules and bye-laws for derivatives market.



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			managers on trading	• Explain the concept of Stock index
			mechanism of derivative and	futures.
			commodity market.	• Assess types of interest rate futures
			LEAD	• Evaluate commodity futures
MBA33	Total Quality	Regional	This course focuses on	• Outline the significance of total quality
	in Human		imparting knowledge about	management and Analyzing role of
	Resource		the role of TQM in HRM. It	TQM in HRM.
			also helps to <mark>as</mark> sess the	• Explain customer satisfaction strateg
			various dime <mark>ns</mark> ions of	dimension and asses the various TQ
		-5	performance to integrate	HR strategy planning.
		2	implication plan for	• Demonstrate the continuous
		K	managing HR.	improvement process dimension.
				Analyze project dimension and assess

- nstrate the continuous vement process dimension.
- ze project dimension and assess TQHR projects, planning & Management.
- Assess various dimension of performance to integrate implication



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				plan for managing HR
MBA332	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.	 Outline the concepts of IR and explore IR in the public sector Explain the concepts of trade union and collective bargaining. Identify the courses of grievances, conflicts and to discuss the conflict resolution measures. To discuss the workers participation in management and to know the level of workers education in India. Analyze various legislations relating to social security and the functions of ILO
MBA333	Training & Development	Regional	This course aims to teach HR students the skills to design, develop and implement a	 Outline the principles of training & development. Explain the techniques of on the job



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			training program. This	training
			course also gives a wider	• Identify the various techniques of the
			knowledge about OD	job.
			strategies and its	• Analyze the process and intervention
			implementation.	of OD.
				• Assess the OD strategies and the
				action research requirements for OD
				implication
MBA334	Labour	National	This course focuses at	• Discuss the concept and principles of
	Legislation		providing a wide knowledge	legislation and the role of Labour
		52	to students about the	welfare officer.
			various Acts in relation with	• Explain the various Act relevant to
		E C	Labour Legislation. It also	labour legislation .
			exposes students to identify	• Discuss some of the relevant Act in
			the provisions in the	relation with Labour Legislation.
			Industrial Disputes Act. It	• Create an idea about the acts that are
			helps the students to get an	relevant to Laws.
			idea about the relationship	• To identify the provisions in the



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			between management and Indian Labour legislation.	Industrial disputes Act
MBA335	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.	 Outline the concepts and components of SHRM Discuss the functional strategies of HRP, Recruitment and selection Demonstrate the linkage between business strategy & training Identify / Analyze the strategic linkage of performance Management compensation & rewards strategy. Assess the strategic contribution of HRM to organizational
MBA336	Career Management	Local	This course explores the impact of changing environment in career development. It helps to	 Outline the concepts & Components of career development. Analyze the career progression and the baseline for competency management.



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			evaluate the changing career	• Assess the career paths and talent
			dynamic and its impact.	management.
				• Evaluating the changing career
			(EAD	dynamic and its impact .
			U.S. I.D.	• Discuss the various career
				development plan
MBA341	Value	National	This course makes the	• Outline the overview of value
	Engineering &		students to learn the basics	engineering and discuss the relation of
	Waste Control		of value engi <mark>nee</mark> ring and its	VE to other operations.
		K	importance. The course deals	• Identify the different value engineering
	<	7.07	with uses of value	techniques and assess the decision
			engineering and reducing	making process.
		Ċh 🗋	waste.	• Discuss the concept of scheduling and
			UNDLY LIGHT	Analyze the different techniques in
				scheduling.
				• Assess the different types of training
			ADTRO	for value engineering .
				• Discuss and communicate the value



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				engineering at workplace
MBA342	Materials Management	Local	The course introduces students to the basic concepts of material management. There will be a focus on appropriate theory and the course will aim to provide opportunities for the practical implementation of the main concept covered.	 Outline the overview of material management and Analyze the different type of techniques Assess the price trends and identify the purchase policies in material management. Discuss the different inventory calculation techniques and compute EOQ Identify the different level of stock and Analyze cost optimization. Explain the concept of storage and preservation
MBA343	Advanced Manufacturing System	Global	The students will have the opportunity to learn advanced manufacturing	 This course familiarizing the computer aided designing and manufacturing Identify the flexible manufacturing



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			system being used in the business environment which enables students to make better management decisions.	 system and robotics in organization. Assess the different type of networking techniques and project budgeting . Discuss the concept of capacity utilization and its effect on manufacturing. Analyze the need for cost reduction and discuss the different inventory management techniques
MBA351	Hospital Administration –I	Global	This is an introductory course in Hospital Administration with emphasis to cover key activities related to hospital operation.	 Outline the overview of service industry and Analyzing characteristics and challenges . Demonstrate the healthcare revolution assess various type of health care organizations Explain the different type of Hospitals and Analyzing role of Hospital in health care .



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			LEAD	•	Identify the different levels and roles in hospital management. Discuss the current issues and best practices in health care
MBA352	Health	Global	The course introduces	•	Outline the concept of health
	Insurance		students to the basic		insurance and discuss the different
			concepts of <mark>He</mark> alth		types of Health
			Insurance. It involves	•	Assess the demand and supply of
			understanding all aspects of		health Insurance .
		-5	health insurance package	•	Compute the health Insurance
			and premium schedule.		premium and designing benefit
					package .
		φ (•	Identify the provider payment
			UNDLY LIGHT		mechanism and comparison of
					different payments systems
				•	Explain the concept of TPA and
			KADTIRE		communicate the problems faced by



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				hospitals.
MBA353	Hospital Accounting and Finance	National	This course explains accounting tools and techniques, which can be used to help firms maximizes value improving decision relating to budgeting and costing	 Outline the overview of Hospital Accounting and demonstrate the accounting chart for hospitals Explain the concept of fundraising and evaluate fundraising tactics . Prepare different types of Budget and compute cost sheet for hospitals . Assess the financial performance of hospital and plan (Financial decisions) investment Management CO 5: Discuss the concept the concept of equity and evaluate the NHA in India context
MBA321	International Financial Management	Global	This course describes the challenges and trends in international finance	 Brief out the recent changes and global financial market . Conceptualize the FOREX applications



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			function, the implications of currency market, foreign exchange market and derivative market in the business environment.	 and balance of payments Give an idea about various types of currency transactions in FOREX market Insists on party conditions in international finance. Explain the function of international and European Monetary system
MBA371	Logistics and Supply Chain Management	Global	This course emphasizes and the logistics management and supply chain management in an organization. The basic concepts such as inventory management, distribution management and supply chain relationships are also discussed in this course.	 Introduce various types of logistics and concepts. Focus on inventory control and distribution resource planning in an organization Insist an importance of supply chain management and its global business applications . Assess the importance of supply chain relationships and conflicts resolution



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			A COL	•	strategies. Emphasis the role of manager in supply chain along with its values
MBA372	Import Procedures and Documentation	National	The course illustrates the import requisites, importance, and 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.	•	Outline the overview of service industry and Analyzing characteristics and challenges. Demonstrate the healthcare revolution assess various type of health care organizations. Explain the different type of Hospitals and Analyzing role of Hospital in health care . Identify the different levels and roles in hospital management. Discuss the current issues and best practices in health care
MBA401	International	Global	This course focuses on broad	•	Explain the need and relevance of



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	Business		business administration		International Business.
	Management		skills. It combines	•	Assess tariff barriers and role of
			International business		various institutions in International
			strategies and culture		Business.
			UBIID		Analyze multinational companies and
					various market entry strategies.
				•	Compare globalization and Indian
					business settings.
				•	Discuss issues in International
					Business.
MBA403	Rural	Local	This course familiarizes the	•	Discuss the characteristics of rural
	Marketing	\approx	students with conceptual		market.
		¢ \	understanding of rural	•	Analyze the challenges in rural
			marketing and development		marketing and rural market consumer
			practices in Indian context.		behavior.
				•	Assess rural marketing mix.
			KA DTIRP	•	Explain channel management and
					communication in rural market.



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				• Outline industrial setup in rural market and recent trends.
MBA404	Marketing of Services	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.	 Discuss evolution of service marketing, consumer behavior and segmentation, targeting and positioning. Explain product and pricing in service industries. Analyze promotion and distribution in service industries. Compile the concepts of people, process and physical evidences in service marketing. Apply service quality and strategies in various industries.
MBA405	Consumer Behavior	Regional	This course applies knowledge from the field of	• Explain the need for studying consumer behavior and consumer



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			psychology, sociology, anthropology and economics to describe and understand how consumers are likely to	 research. Discuss the role of social factors in consumer behavior. Analyze the role of culture in
			behave in many different consumption situations.	 understanding consumers. Outline consumer decision process and models.
				Compile the influence of attitude and belief in consumer behavior.
MBA406	Retail Marketing Management	Regional	This course develops an in- depth understanding of retail and services management as	 Outline channels of Distribution and evolution of retailing. Discuss trends and opportunities in
		3	well as non-store retailing.	retailing.Analyze various retail formatsAssess the role of Inventory display
			ADIRA	in retailing.Explain retailing ad a sustainable



Criterion : I – Curricular Aspects

Metric

Year



				competitive strategy.
MBA410	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.	 Outline the evolution of database management system. Give a frame work a relational model of DBMS and its data control facilities. Provide knowledge about SQL and its applications. Identify ways of designing database and format models for its applications in business. Emphasis a establishing user system and user object to maintain database security in the organization
MBA411	Internet & Java	Global	In order to cope up with the recent developments and	Introduce the browsers and URL in web designing.



Criterion : I – Curricular Aspects

Metric

Year



	Programming		designing an e-business, this	•	Enable to know various types of
			course is framed for the		data and inheritance.
			students. It also focuses on	•	Framework of various packages and
			the concepts and areas of		interfaces along with exception
			internet and Java		banding.
			programming.	•	Insist on working with windows
					graphics and texts.
				•	Introduce networking and IDBC.
MBA412	Computer	Global	This course examines the	•	Introduce the network types,
	Networks		concepts and features of		applications and models
		2	computer networks in the	•	Outline the path of transmission of
			present scenario. It involves		various types of signals and error
		Ċ,	the various types of		detections and correction
			networking and its impact in	•	Give importance about data
			the business.		communications and channels
				•	Analyze the various types of
			ADTIRB		communication networks
				•	Provide knowledge about



Criterion : I – Curricular Aspects

Metric

Year



				internetwork and wireless network
MBA420	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 portfolio and Analyze its performance.	 Outline the concept of Investment Management and Securities market Assess the risk and return of individual securities. Apply Fundamentals and Technical Analysis to Portfolio Assess the risk and return of Portfolio Use portfolio evaluation techniques
MBA 422	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.	 Explain the industry framework of financial services and create innovative financial instruments Evaluate leasing & hire purchase quantitatively and qualitatively Outline the venture capital firms, credit rating agencies &



Criterion : I – Curricular Aspects

Metric

Year



			LEAD		methodology, and stock broking procedures Evaluate mutual fund industry Analyze factoring services, depository system and International Financial Centers
MBA423	Mergers, Acquisitions	Global	This course hones up the dexterity of t <mark>he</mark> managers on	•	Plan for mergers and discuss the strategic approach to M&A
	and corporate restructuring	2	the strategic approach to mergers and acquisitions. It		Formulate corporate restructuring deal
		ぎ くう	also widens the analytical skills of learners on valuation of mergers.	·	Evaluate valuation approaches and methods of financing mergers Analyze take over approaches and amendments
			ADURA		Apply accounting methods and Analyze Legal and Regulatory Provisions



Year

Criterion : I – Curricular Aspects



MBA431	Industrial Psychology & Counseling	Local	LEAD	 Outline the concepts of industrial psychology. Analyze work psychology and career choice and development for executives. Discuss the types of employee counseling and its process. Evaluate the special areas in counseling. Explain the role & functions of employee counselor.
MBA432	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.	 Outline the concepts of HRA. Analyze the various methods of HRA. Discuss concepts & Components of HR Audit. Explain HRD strategies, style, structure & systems.



Criterion : I – Curricular Aspects

Metric

Year



				• Evaluate HRD Audit methodology.
MBA433	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 methodology of consulting.	 Outline the concepts of consulting & its models. Understand the steps in marketing of consulting service. Analyze the tools & methodology of consulting. Assess the strategy of the consulting firms in managing conflicts. Identifying the consultancy assignment & client presentation in managing future consulting opportunities.
MBA434	Disaster Management	Global	This course helps the students to explore and inculcating skills to manage disaster and crisis.	 Outline an overview of Natural Disaster Management. Assess the skill development for disaster Management.



Criterion : I – Curricular Aspects

Metric

Year



			LEAD	 Discuss the steps in project rescue. Analyze the Leader's Role in emotional intelligence. Examine the ethics and social responsibility.
MBA435	Human Resource Information System	Global	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.	 Outline information about interface between HR & IT. Discuss the logical process modeling. Analyze the various issues of HRIs . Asses HRIs & Functional Areas of HR. Evaluate performance and compensating management in organization .
MBA440	Total Quality Management	Global	This course is designed with an objective to familiarize the	• Outline the overview of TQM and identify the different components of



Criterion : I – Curricular Aspects

 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A
 2015 - 2020



Metric

			students with key aspects of total quality management and its application in real world scenarios.	 quality. Discuss the role of functional department in TQM. Assess and manage the process quality in the organization. Identify the role and importance of quality in customer satisfaction. Demonstrate the ISO certification procedures in the organization.
MBA441	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	 Outline the overview of production planning and different control procedures in the organization. Discuss the application of routing & scheduling in production planning. Identify the different type of production system and control technique. Assess the different stages of



Criterion : I – Curricular Aspects

Metric

Year



			decisions.	 production control. Discuss different types of computer aided production planning and computer systems.
MBA442	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 while taking investment decision.	 Outline the concept of project management and discuss the project feasibility Analysis. Discuss the market Analysis and evaluate social cost Benefit Analysis. Identify the different networking techniques used in project construction. Explain the concept of GERT simulation and its application in project management. Prepare the project organization and project costing.



Criterion : I – Curricular Aspects

Metric

Year



MBA450	Hospital Administration – II	Global	The course will focus on sharing the latest trends, best practices and procedures in Hospital administration.	 Outline the overview of outpatient services and Trauma care in hospital. Demonstrate the impatient services and functions of OT/ICU in the hospital. Explain the diagnosis procedures in the hospital. Identify the role of engineering service in Hospital. Discuss the various supporting services in Hospital.
MBA451	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.	 Outline the entrepreneurial framework and explore their personality traits. Explain the EDP Training Programmes and institutions. Identify the problems of women



Year

Criterion : I – Curricular Aspects



			LEAD	 entrepreneur and face the challenges with Governmental support. Analyze and formulate a business plan. Assess the financial institutions and a roadmap to utilize the various incentives schemes.
MBA452	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.	 Outline the concept of service of service marketing and identify different service mix components for hospital. Discuss the procedure for planning and development of new services in the hospital. Asses the different type of pricing methods and franchise in hospital service.



Criterion : I – Curricular Aspects

Metric

Year



			LEAD	 Identify the promotion and communication mix for hospital services. Analyze the role and importance of people, process and physical evidence in hospital service.
MBA402	International Marketing	Global	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 the international context.	 Explain foreign trade and plan for international market entry decisions Formulate product mix decisions Plan Pricing mix decisions Analyze Distribution strategies Evaluate promotion strategies and predict control aspects
MBA421	Export Finance & Documentation	National	The purpose of the course is to implant proficiency in Export operations and	• Explain foreign trade formalities, payments and practical problems faced



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and
Course Outcomes (COs) - M.B.A

: 2015 - 2020



			procedures among the learners. The course intends to build up the logical ability of the managers in handling foreign trade transactions.	 Analyze financing foreign trade and financing schemes Create shipping documents in foreign trade Apply Foreign exchange theories Evaluate Trade control policies and Promotional measures
MBA430	International Human Resource Management	Global	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.	 Formulate approaches to IHRM and identify role of HRM in international firms. Demonstrate different cultures and its values. Plan recruitment & selection practices in MNCs and design T&D components. Apply performance appraisal and compare approaches to Compensation Management. Assess comparative practices of Industrial relations internationally.



Criterion : I – Curricular Aspects

Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A : 2015 - 2020



2018 - 2019

COURSE CODE	Course Title	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	COURSE DESCRIPTION	COURSE OBJECTIVES
MBA 101	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 and responsibilities along with organizational structure are insisted to make the students understand better to run a	 Frame out the functions of management and evaluation of management thought. S ketch out the types of organization structure along with delegation of authority and strategy. Asses the various types of leadership styles and theories. Emphasis on process of communication and its types. Focus on the controlling techniques and its application in management.



Criterion : I – Curricular Aspects

Metric

Year



			business successfully.	
MBA 102	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 sophisticated level of understanding of the language of accounting and its concepts.	 Outline the overview of management accounting and understand the different types of depreciation. Demonstrate the elements of cost and compute break-even print. Analyze the managerial application of marginal costing. Discuss the significance of ration Analysis and compute difference type's ration. Assess the requisites for a successful budgetary control system and compute different types of budget
MBA 103	Computer for Managers	Global	This course equips the students with skills for the effective use of office	 Discuss the evolution, classification of computers. Analyze the applications of MS-Word MS-



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and
Course Outcomes (COs) - M.B.A

: 2015 - 2020



			automation systems. This helps the participants to construct and Analyze databases.	 Excel and PowerPoint. Assess the concept of database management system and communication network. Outline Enterprise resource planning and its types. Evaluate various E-Business models.
MBA 104	Managerial Economics	National	This course combines micro and macro economics and its application in businesses. It also exposes students to the fundamental economic concepts. This course also aims at providing an overview of the circular flow of National income and its concepts.	 Sketch the fundamental economic concepts. Analyze demand and its determinants and to know the economics of scale. Assess the pricing methods in various Market structure and to get an idea over the theories of profits. Demonstrate the circular flow of National Income and its concept. Discuss the phase of Business cycle and Analyze the effects of inflation and



Criterion : I – Curricular Aspects

Metric

Year



				deflatation.
MBA 105	Organizational Behavior	Local	This course is to provide an understanding about individual and group behavioral process in the organizational context and apply such knowledge in dealing with issues of individual interpersonal or group behavior in organization	 Outline the overview of organizational behavior and understand the different types of perception. Demonstrate the concept of personality and discuss the different types leadership theories. Discuss the different type of assess the functions of attitude. Analyze the group dynamics and discuss the different type of motivation theories. Assess the different stages of conflicts and stress management mechanism in the organization.
MBA 106	Quantitative Techniques	Regional	The course introduces the application of Operations Research concepts to the	 Formulate business problems in matrix form Formulate LP model for Business



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (I

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

			Management decision- making. The course enables the learners to enrich their quantitative analytical skills.	 decision making and compute optimal solutions Plan optimal decisions for transportation problems Design methods to solve assignment problems Apply strategies using game theory and Analyze it for optimality criterion
MBA 201	Production & Operations Management	Local	This course examines the functional areas of production and operations management in the manufacturing industry.	 Outline the concept of production management and discuss the different types of layout techniques. Compute EOQ and assess the inventory classification. Evaluate the production scheduling and control mechanism in the organization Discuss the techniques of work measurements and asses the work sampling procedures.



Criterion : I – Curricular Aspects

Metric

Year



			MA COZ	• Identify the quality control techniques and emerging trends in production management.
MBA 202	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 concepts like manpower planning, recruitment, selection, training and development. It also examines the emerging trends in HRM.	 Outline the concept of HRM &Manpower planning process. Analyze the process of performance Appraisal and discuss the various methods of training and development. Evaluate the principles of Job evaluation and explain the wage and salary Administration. Discuss trade Union and its function and Analyze collective bargaining. Identify the cause of grievance and procedure for disciplinary action.
MBA 203	Marketing Management	Global	This course describes the nature and purpose of	• Outline marketing management concept and current trends.



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out

 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

			marketing. It describes	Assess consumer behavior and identify
			marketing mix, consumer	competitors.
			behavior and strategy,	Analyze product life cycle and strategies
			product planning and	relevant to them.
			development. It helps the	Discuss pricing and distribution
			students in making better	strategies.
			marketing management	Design and Manage advertising
			decisions.	programme
MBA 204	Financial	Local	This course emphasis on	Introduce financial management and
	Management	Local	the functions of finance,	preparation of fund flow and cash flow
	Management		sources of finance and the	statements.
		(送)	importance of finance	
				Outline the short term financing
			department in an	decisions in an organization.
			enterprise. This course also	• Emphasize on long term investment and
			illustrates the financial	financial decisions in an organization.
			decisions, investment	• Enhance the students with determination
			decisions and dividend	of dividend decisions and policies in
			decisions and their impact	declaration of dividends in an



Criterion : I – Curricular Aspects

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



Year : 2015 - 2020

Metric

			in the business environment.	organization. Sketch out the concept of taxation and its types.
MBA 205	Management Information System	Global	The course emphasizes the application of systems in various business operations. The types of MIS and its various areas of business applications are focused in this course. The business analytics and its impact on various business operations are also insisted in this course.	 Emphasize on impact and role of MIS inn an organization. Outline the application of information system in business operations. Focus on decision support system in management decisions. Highlight the application of strategic Information system in an organization. Introduce business analytics and its types.
MBA 206	Business Research	Regional	The course is designed to enable the managers to pursue independent	 Outline research types and process Apply suitable sampling methods and techniques for research study



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcome



			research in the context of organization. The course sharpens the research competencies and analytical skills of learners.	 Use effective data collection methods Apply appropriate Statistical tools and Analyze the results Evaluate the research results and Create research report
MBA 301	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.	 Provide framework on strategic management. Analyze the environment for suitable strategies. Explain various strategies that corporate can adapt. Identify the process of implementing a strategy Assess the strategic Control process and suggest suitable ways for effective implementation of strategies
MBA 302	Entrepreneur-	National	The course explores the	• Outline the entrepreneurial framework



Criterion : I – Curricular Aspects

Metric

Year



	ship		basic concepts of		and explore their personality traits.
			entrepreneurship. It	•	Explain the EDP Training Programmes
			provides an idea about the		and institutions.
			idea generation and the		Identify the problems of women
			various Appraisals.		entrepreneur and face the challenges
					with Governmental support.
				٠	Analyze and formulate a business plan.
				•	Assess the financial institutions and a
					roadmap to utilize the various incentives
					schemes.
MBA 303	Marketing	Global	This course deals with	٠	Outline the importance research process
	Research		planning relevant data))•	Study the importance of research and
		¢	collection Analysis and	/	information.
			communication of such	٢.	Understand the process and methods of
			results. It deals with		Data collection.
			monitoring marketing	•	Explain Data presentation interpretation
			performance and improves		and evaluation.
			understanding.	٠	Assess the application of marketing



Criterion : I – Curricular Aspects

Metric

Year



				research in different forms.
MBA 304	Advertising Management	Local	This course introduces integrated communication – advertising public relations – process and practices.	 To discuss the need for advertisement and current scenario in advertising. To explain the role of advertising agencies. To create advertisement for a product. Assess the various media for advertising. Compile research and advertising effectively.
MBA 305	Sales and Distribution Management	Local	This course introduces the participants to sales and distribution practices. It exposes the participants to the tools and strategies necessary for designing, motivating and evaluating sales and distribution	 Outline the Concept of selling and sales management. Explain the theories on salesmanship and personal selling. Assess the role of personal selling in distribution and promotional strategy. Discuss sales force management and training programme.



Criterion : I – Curricular Aspects

Metric

Year



			systems.	• Analyze channel of distribution and various distribution systems.
MBA 306	Customer Relationship Management	National	This course plans to impart a sound introduction and components involved in CRM.	 Assess the need for and different mode CRM. Identify various aspects related to CRM Explain customer relationship Management process. Analyze the implication of CRM. Compile E-CRM with traditional CRM.
MBA 308	Brand Management	Local	This course provides students with insights into how profitable brand strategies can be created and the implications for brand management professionals.	 Revise branding, positioning and connected issues. Compile new product development with branding. Discuss product launch strategies. Analyze the role of brand in Portfolio Management. Explain brand management plan and



Criterion : I – Curricular Aspects

Metric

Year



				systems.
MBA 309	E-Marketing	Global	This course enables the students to learn and master the complete landscape of online marketing and associated channels.	 Explain the evolution of digital marketing. Revise consumer buying behavior and process. Analyze segmentation, Targeting and positioning in digital marketing. Assess digital marketing mix. Discuss relevant issues related to digital marketing.
MBA 311	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	 Create an idea about e-market and its opportunities. Give a frame work of various modes of e-commerce. Emphasize the securities and safety measures for online transactions. Sketch out the mode of purchase and



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outc

 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

			are also included in this	cash payments.
			course for the better	Insists on upcoming trends in e-
			understanding of the	commerce.
			students.	
MBA 312	Introduction to	Global	This course aims to	• Insists on applications of Front end tools
	GUI & Visual		introduce the students	Provide knowledge about working with
	Basic		about graphical user	strings.
			interface and its	Give views on usage of control
			applications in <mark>bu</mark> siness.	statements.
			The SQL, programming and	• Provide information about VB menus.
			its concepts are also	• Explain the usage of files and database.
			focused in this course for	
			the knowledge of the	
			students in recent	T
			developments in software	
			and systems technology.	
MBA 313	Enterprise	Global	This practical course gives	• Frame an outline of ERP and its related



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



	Resource		knowledge about the	technologies.
	Planning		applications of enterprise	Outline the Manufacturing module of
			resource planning in	ERP.
			various functions of an	• Explain the finance and production
			organization. This course	module of ERP.
			insists on the various	• Insist on the Frame work and the marke
			technologies such as SAP,	of ERP along with its leading.
			e-payment, e-HRM, OLAP.	• Brief out the ways of ERP implementation
				and its Process.
MBA 314	Knowledge	Global	This course explores the	• Introduce the knowledge management
MBA 314	Knowledge Management	Global	This course explores the concepts in knowledge	• Introduce the knowledge management components and its benefits.
MBA 314		Global		
MBA 314		Global	concepts in knowledge	components and its benefits.
MBA 314		Global	concepts in knowledge database, knowledge	components and its benefits.Give an outline of Knowledge
MBA 314		Global	concepts in knowledge database, knowledge architecture and its	components and its benefits.Give an outline of Knowledge Management process and challenges.
MBA 314		Global	concepts in knowledge database, knowledge architecture and its subsequent implications in	 components and its benefits. Give an outline of Knowledge Management process and challenges. Emphasize on Industrial environment
MBA 314		Global	concepts in knowledge database, knowledge architecture and its subsequent implications in business. This course also	 components and its benefits. Give an outline of Knowledge Management process and challenges. Emphasize on Industrial environment and its issues.



Criterion : I – Curricular Aspects

 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Metric

			focus on the functions of the organization.	Knowledge Management.
MBA 322	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 project risk evaluation techniques.	 Explore project ideas & assess project identification criteria Design project report and evaluate financial estimates and projections Plan appraisal of projects by various financial institutions Compute project evaluation using techniques and Analyze project risks Predict sources of raising finance for projects
MBA 323	Strategic Financial management	Regional	The course inculcates the strategic approach to financial management and develops the diagnostic skills of learners on	 Outline SFM model and identify conceptual framework Explain financial models and apply models successfully Use equity and firm valuation models



Criterion : I – Curricular Aspects

Metric

Year



			valuation of firm.		and formulate management decisions
				•	Apply corporate restructuring methods
					and strategic cost management
			LEAD	<	techniques
				•	Plan for financial innovations and asses
					ethical financial performance
MBA 324	Fundamentals	Global	The course enables the	•	Outline the concepts of risk in 'Life
	of Insurance		learners to acqu <mark>ain</mark> t		insurance' and explain the fundamentals
	Management		understanding on		of agency law and explain the
			Insurance policies and		fundamentals of agency law.
		2	familiarize the mechanism	•	Explain life insurance plans and identify
			of Insurance services. The))、	insurance companies in India
		¢ N	course hones up the skills	-	Compute Premiums and Bonuses for
			of managers to compute	T	insurance policies
			insurance premiums and	•	Evaluate general insurance Business and
			bonuses.		its forms
			KADUR	•	Assess other types of general insurance



Criterion : I – Curricular Aspects

Metric

Year



MBA 325	Management of	National	The course offers a	• Outline the structure, functions
	Financial		comprehensive outlook on	& operations of Indian financial and
	Institutions and		the financial institutions	banking system
	Banks		and in particular develops	• Explain the role and policy measures of
			the profound knowledge on	Development Financial Institutions
			operations of banks.	• Analyze risk management in FIs and
				assess the interaction among various
				risks
				• Discuss NPA management RBI functions
				and norms
		5		• Evaluate latest technology in banks in
				Payment & Settlement system.
MBA 326	Derivatives &	Global	The course presents a	• Identify derivative products and explain
	Futures		framework of various	risks associates with derivatives
			derivative and commodity	• Outline the rules and bye-laws for
			products in the market. The	derivatives market
			course attempts to enhance	• Explain the concept of Stock index
			the assessment expertise of	



Criterion : I – Curricular Aspects

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Metric

			managers on trading mechanism of derivative and commodity market.	futuresAssess types of interest rate futuresEvaluate commodity futures
MBA 331	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.	 Outline the significance of total quality management and Analyzing role of TQM in HRM. Explain customer satisfaction strategy dimension and asses the various TQ HR strategy planning. Demonstrate the continuous improvement process dimension. Analyze project dimension and assess TQHR projects, planning & Management Assess various dimension of performance to integrate implication plan for managing HR
MBA 332	Advanced	Regional	This course intends to	• Outline the concepts of IR and explore IR



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



	course ouccomes (et
Year	: 2015 - 2020

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	industrial		explore the industrial	in the public sector
	relations		relations in public sector.	• Explain the concepts of trade union and
			The course aims to equip	collective bargaining
			students with grievance	• Identify the courses of grievances,
			and conflict resolutions	conflicts and to discuss the conflict
			measures.	resolution measures.
				• To discuss the workers participation in
				management and to know the level of
				workers education in India
				• Analyze various legislations relating to
				social security and the functions of ILO
MBA 333	Training &	Regional	This course aims to teach	• outline the principles of training &
	Development	¢ \	HR students the skills to	development
			design, develop and	• Explain the techniques of on the job
			implement a training	training
			program. This course also	• Identify the various techniques of the job
			gives a wider knowledge	• Analyze the process and intervention of
			about OD strategies and its	OD



Criterion : I – Curricular Aspects

Metric

Year



			implementation.	• Assess the OD strategies and the action research requirements for OD implication
MBA 334	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.	 Discuss the concept and principles of legislation and the role of Labour welfare officer Explain the various Act relevant to labour legislation Discuss some of the relevant Act in relation with Labour Legislation Create an idea about the acts that are relevant to Laws To identify the provisions in the Industrial disputes Act
MBA 335	Strategic Human	Global	This course enhances students understanding the	• Outline the concepts and components of SHRM



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



		•			
	Resource		various approaches of	•	Discuss the functional strategies of HRP,
	Management		SHRM. It helps the		Recruitment and selection
			students to Analyze the	·	Demonstrate the linkage between
			strategic linkage of	K	business strategy & training
			performance management	•	Identify / Analyze the strategic linkage of
			and helps to assess the		performance Management compensation
			contribution of SHRM to		& rewards strategy
			organizational success.		Assess the strategic contribution of HRM
					to organizational
MBA 336	Career	Local	This course explores the	•	Outline the concepts & Components of
	Management	2	impact of changing		career development
			environment in career))•	Analyze the career progression and the
		¢ \	development. It helps to		baseline for competency management
			evaluate the changing	1	Assess the career paths and talent
			career dynamic and its		management
			impact.	•	Evaluating the changing career dynamic
			KANTR		and its impact
				•	Discuss the various career development



Criterion : I – Curricular Aspects

Metric

Year



				plan
MBA 341	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.	 Outline the overview of value engineering and discuss the relation of VE to other operations Identify the different value engineering techniques and assess the decision making process Discuss the concept of scheduling and Analyze the different techniques in scheduling Assess the different types of training for value engineering Discuss and communicate the value engineering at workplace
MBA 342	Materials Management	Local	The course introduces students to the basic concepts of material	• Outline the overview of material management and Analyze the different type of techniques



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



		management. There will be a focus on appropriate theory and the course will aim to provide opportunities for the practical implementation of the main concept covered.	 Assess the price trends and identify the purchase policies in material management Discuss the different inventory calculation techniques and compute EOQ Identify the different level of stock and Analyze cost optimization Explain the concept of storage and preservation
MBA 343 Advanced Manufacturing System	Global	The students will have the opportunity to learn advanced manufacturing system being used in the business environment which enables students to make better management decisions.	 This course familiarizing the computer aided designing and manufacturing Identify the flexible manufacturing system and robotics in organization Assess the different type of networking techniques and project budgeting Discuss the concept of capacity utilization and its effect on manufacturing



Criterion : I – Curricular Aspects

Metric

Year



			MA COZ	•	Analyze the need for cost reduction and discuss the different inventory management techniques
MBA 351	Hospital	Global	This is an introductory	•	Outline the overview of service industry
	Administration –		course in Hospital		and analyzing characteristics and
	Ι		Administration with		challenges
			emphasis to cover key	•	Demonstrate the healthcare revolution
			activities related to hospital		assess various type of health care
			operation.		organizations
		-		•	Explain the different type of Hospitals
		7.0.7			and analyzing role of Hospital in health
))、	care
		¢ N		•	Identify the different levels and roles in
			INDLY LIGH	T	hospital management
				•	Discuss the current issues and best
			44000		practices in health care
MBA 352	Health	Global	The course introduces	•	Outline the concept of health insurance



Criterion : I – Curricular Aspects

Metric

Year



	Insurance		students to the basic		and discuss the different types of Health
			concepts of Health		insurance in India
			Insurance. It involves	٠	Assess the demand and supply of health
			understanding all aspects	<	Insurance
			of health insurance	•	Compute the health Insurance premium
			package and premium		and designing benefit package
			schedule.	•	Identify the provider payment mechanism
					and comparison of different payments
					systems
				•	Explain the concept of TPA and
					communicate the problems faced by
		(送))).	hospitals.
MBA 353	Hospital	National	This course explains	2	Outline the overview of Hospital
	Accounting and		accounting tools and	T	Accounting and demonstrate the
	Finance		techniques, which can be		accounting chart for hospitals
			used to help firms	•	Explain the concept of fundraising and
			maximizes value improving		evaluate fundraising tactics
			decision relating to	•	Prepare different types of Budget and



Criterion : I – Curricular Aspects

Metric

Year



			budgeting and costing	 compute cost sheet for hospitals Assess the financial performance of hospital and plan (Financial decisions) investment Management Discuss the concept the concept of equity and evaluate the NHA in India context
MBA 321	International Financial Management	Global	This course describes the challenges and trends in international finance function, the implications of currency market, foreign exchange market and derivative market in the business environment.	 Brief out the recent changes and global financial market Conceptualize the fore applications and balance of payments Give an idea about various types of currency transactions in fore market Insists on party conditions in international finance Explain the function of international and European Monetary system
MBA 371	Logistics and	Global	This course emphasizes	Introduce various types of logistics and



Criterion : I – Curricular Aspects

 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



Metric

Year



	Supply Chain		and the logistics		concepts.
	Management		management and supply	•	Focus on inventory control and
			chain management in an		distribution resource planning in an
			organization. The basic		organization.
			concepts such as inventory	•	Insist an importance of supply chain
			management, distribution		management and its global business
			management and supply		applications
			chain relationships are also	·	Assess the importance of supply chain
			discussed in thi <mark>s c</mark> ourse.		relationships and conflicts resolution
					strategies
				•	Emphasis the role of manager in supply
		(2))]).	chain along with its values
MBA 372	Import	National	The course illustrates the		Outline the overview of service industry
	Procedures and		import requisites,		and analyzing characteristics and
	Documentation		importance, preliminary		challenges
			arrangements and	•	Demonstrate the healthcare revolution
			importers documents in the		assess various type of health care
			present scenario. The		organizations



Criterion : I – Curricular Aspects Metric



Year	: 2015 - 2020	
		import incentives along
		with various supportive
		documents are also

			import incentives along with various supportive documents are also emphasized by this course for the better understanding of the students.	 Explain the different type of Hospitals and analyzing role of Hospital in health care Identify the different levels and roles in hospital management Discuss the current issues and best practices in health care
MBA 401	International Business Management	Global	This course focuses on broad business administration skills. It combines International business strategies and culture	 Explain the need and relevance of International Business. Assess tariff barriers and role of various institutions in International Business. Analyze multinational companies and various market entry strategies. Compare globalization and Indian business settings. Discuss issues in International Business.
MBA 403	Rural Marketing	Local	This course familiarizes the	• Discuss the characteristics of rural



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Progr

 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Year

			students with conceptual		market.
			understanding of rural	•	Analyze the challenges in rural marketing
			marketing and development		and rural market consumer behavior.
			practices in Indian context.		Assess rural marketing mix.
				•	Explain channel management and
					communication in rural market.
				•	Outline industrial setup in rural market
				4	and recent trends.
MBA 404	Marketing of	Global	This course of examines the	•	Discuss evolution of service marketing,
	Services	<u> </u>	important issues faced by		consumer behavior and segmentation,
		201	the service providers and		targeting and positioning.
			the successful))•	Explain product and pricing in service
		9	implementation of a		industries.
			customer focus in service	1.	Analyze promotion and distribution in
			based businesses.		service industries.
				•	Compile the concepts of people, process
			KINK		and physical evidences in service
					marketing.



Criterion : I – Curricular Aspects

Metric

Year



				-	ply service quality and strategies in rious industries.
MBA 405	Consumer Behavior	Regional	This course applies knowledge from the field of psychology, sociology, anthropology and economics to describe and understand how consumers are likely to behave in many different consumption situations.	 bel Disconstruction An un Ou mod Co 	plain the need for studying consumer havior and consumer research. scuss the role of social factors in nsumer behavior. halyze the role of culture in aderstanding consumers. atline consumer decision process and odels. ompile the influence of attitude and lief in consumer behavior.
MBA 406	Retail Marketing Management	Regional	This course develops an in- depth understanding of retail and services management as well as non-store retailing.	evo • Dis ret	atline channels of Distribution and olution of retailing. scuss trends and opportunities in cailing. alyze various retail formats



Criterion : I – Curricular Aspects

Metric

Year



			MA COI		Assess the role of Inventory display in retailing. Explain retailing ad a sustainable competitive strategy.
MBA 410	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.		Outline the evolution of database management system. Give a frame work a relational model of DBMS and its data control facilities. Provide knowledge about SQL and its applications. Identify ways of designing database and format models for its applications in business. Emphasis a establishing user system and user object to maintain database security in the organization
MBA 411	Internet & Java	Global	In order to cope up with the	•	Introduce the browsers and URL in web



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



	Programming		recent developments and	designing.
			designing an e-business,	• Enable to know various types of data and
			this course is framed for	inheritance.
			the students. It also	• Framework of various packages and
			focuses on the concepts	interfaces along with exception banding.
			and areas of internet and	• Insist on working with windows graphics
			Java programming.	and texts.
				• Introduce networking and IDBC.
MBA 412	Computer	Global	This course exa <mark>mi</mark> nes the	• Introduce the network types, applications
	Networks	<u> </u>	concepts and features of	and models
		2	computer networks in the	• Outline the path of transmission of
			present scenario. It involves	various types of signals and error
		¢ N	the various types of	detections and correction
			networking and its impact	Give importance about data
			in the business.	communications and channels
				• Analyze the various types of
			KADTIR	communication networks
				Provide knowledge about internetwork



Criterion : I – Curricular Aspects

Metric

Year



				and wireless network
MBA 420	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 portfolio and Analyze its performance.	 Outline the concept of Investment Management and Securities market Assess the risk and return of individual securities Apply Fundamentals and Technical Analysis to Portfolio Assess the risk and return of Portfolio Use portfolio evaluation techniques
MBA 422	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.	 Explain the industry framework of financial services and create innovative financial instruments Evaluate leasing & hire purchase quantitatively and qualitatively Outline the venture capital firms, credit rating agencies & methodology, and stock broking procedures



Criterion : I – Curricular Aspects

Metric

Year



			NA COI	 Evaluate mutual fund industry Analyze factoring services, depository system and International Financial Centers 	
MBA 423	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.	 Plan for mergers and discuss the strategic approach to M&A Formulate corporate restructuring deal Evaluate valuation approaches and methods of financing mergers Analyze take over approaches and amendments Apply accounting methods and Analyze Legal and Regulatory Provisions 	
MBA 431	Industrial Psychology &Counseling	Local	This course focuses on inculcating knowledge about work psychology and the various approaches of	 Outline the concepts of industrial psychology. Analyze work psychology and career choice and development for executives. 	



Year

Criterion : I – Curricular Aspects Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A : 2015 - 2020



			work psychology like psychoanalytic, trait, behavioral, phenomenological, social and cognitive. It helps the student to develop the counseling skills.	 Discuss the types of employee counseling and its process. Evaluate the special areas in counseling. Explain the role & functions of employee counselor.
MBA 432	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.	 Outline the concepts of HRA. Analyze the various methods of HRA. Discuss concepts & Components of HR Audit. Explain HRD strategies, style, structure & systems. Evaluate HRD Audit methodology.
MBA 433	Management consultancy	Global	This course focuses on providing an outline about concepts of consulting and	 Outline the concepts of consulting & its models. Understand the steps in marketing of



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs);



			its models. It also helps to		consulting service.
			explore the tools and	•	Analyze the tools & methodology of
			methodology of consulting.		consulting.
			I EAD		Assess the strategy of the consulting
					firms in managing conflicts.
				•	Identifying the consultancy assignment &
					client presentation in managing future
				5	consulting opportunities.
MBA 434	Disaster	Global	This course hel <mark>ps</mark> the	•	Outline an overview of Natural Disaster
	Management	<u> </u>	students to explore and		Management.
			inculcating skills to manage	•	Assess the skill development for disaster
			disaster and crisis.	り、	Management.
		(•	Discuss the steps in project rescue.
			MINDLY LIGH	1.	Analyze the Leader's Role in emotional
					intelligence.
				•	Examine the ethics and social
					responsibility.



Criterion : I – Curricular Aspects

Metric

Year



MBA 435	Human	Global	This course focuses at	•	Outline information about interface
	Resource		enhancing the knowledge		between HR & IT.
	Information		on integration of HR and	•	Discuss the logical process modeling.
	System		information technology. It		Analyze the various issues of HRIs .
			helps the students to	•	Asses HRIs & Functional Areas of HR.
			integrate information	•	Evaluate performance and compensating
			system with functional		management in organization .
			areas of HR.		
MBA 440	Total Quality	Global	This course is d <mark>es</mark> igned		Outline the overview of TQM and identify
	Management	<u> </u>	with an objective to		the different components of quality.
		7.9.7	familiarize the students	•	Discuss the role of functional department
		R I	with key aspects of total		in TQM.
		9	quality management and its	•	Assess and manage the process quality
			application in real world	1	in the organization.
			scenarios.	•	Identify the role and importance of
			1/1		quality in customer satisfaction.
			KIDIKI	•	Demonstrate the ISO certification
1		1		1	



Criterion : I – Curricular Aspects

Metric

Year



				procedures in the c	organization.
MBA 441	Production	Regional	The course introduces	Outline the overvie	w of production
	Planning		students to the basic	planning and differ	ent control procedures
	&Control		concept of production	in the organization	
			planning and control. The	Discuss the applica	ation of routing &
			students will have the	scheduling in prod	uction planning.
			opportunity to learn routing	Identify the differer	nt type of production
			and scheduling being used	system and control	technique.
			in the business	Assess the different	t stages of production
			environment which enables	control.	
			students to make better	Discuss different ty	pes of computer aided
			decisions.	production plannin	ig and computer
		\$	KUNDIN LIGHT	systems.	
MBA 442	Project	National	This course has been	Outline the concep	t of project
	Management		designed with an objective	management and d	liscuss the project
			to familiarize students with	feasibility Analysis.	
			key aspects of project	Discuss the marke	t Analysis and



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outo



		1			
			management. This course		evaluate social cost Benefit Analysis.
			will equip them to	•	Identify the different networking
			understand the influences		techniques used in project construction.
			of heuristics while taking		Explain the concept of GERT simulation
			investment decision.		and its application in project
					management.
				•	Prepare the project organization and
					project costing.
MBA 450	Hospital	Global	The course will focus on		Outline the overview of outpatient
	Administration –		sharing the latest trends,		services and Trauma care in hospital.
	П	207	best practices and	•	Demonstrate the impatient services and
			procedures in Hospital	》、	functions of OT/ICU in the hospital.
		A	administration.	•	Explain the diagnosis procedures in the
			LIGH LIGH	T	hospital.
				•	Identify the role of engineering service in
					Hospital.
			KIDIK	•	Discuss the various supporting services



Criterion : I – Curricular Aspects

Metric

Year



				in Hospital.
MBA 451	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.	 Outline the entrepreneurial framework and explore their personality traits. Explain the EDP Training Programmers and institutions. Identify the problems of women entrepreneur and face the challenges with Governmental support. Analyze and formulate a business plan. Assess the financial institutions and a roadmap to utilize the various incentives schemes.
MBA 452	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	 Outline the concept of service of service marketing and identify different service mix components for hospital. Discuss the procedure for planning and development of new services in the



Criterion : I – Curricular Aspects

Metric

Year



			careers in the Hospital.	hospital. Asses the different type of pricing methods and franchise in hospital service. Identify the promotion and communication mix for hospital services. Analyze the role and importance of people, process and physical evidence in hospital service.
MBA 402	International Marketing	Global	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 the	Explain foreign trade and plan for international market entry decisions Formulate product mix decisions Plan Pricing mix decisions Analyze Distribution strategies Evaluate promotion strategies and predict control aspects



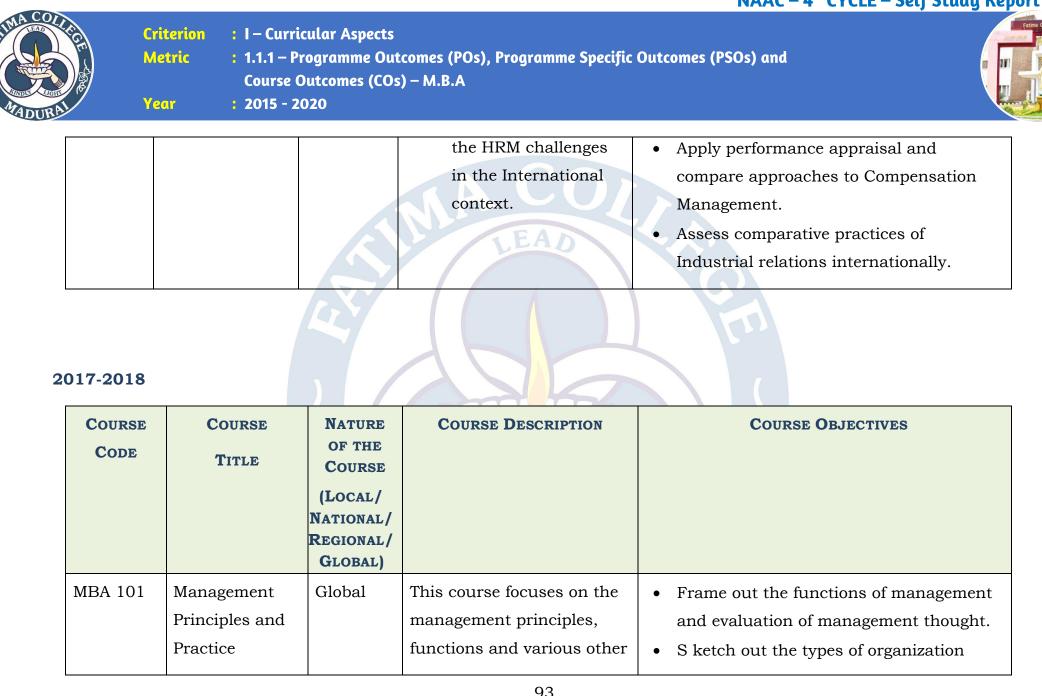
Criterion : I – Curricular Aspects

Metric

Year



			international context.	
MBA 421	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.	 Explain foreign trade formalities, payments and practical problems faced Analyze financing foreign trade and financing schemes Create shipping documents in foreign trade Apply Foreign exchange theories Evaluate Trade control policies and Promotional measures
MBA 430	International Human Resource Management	Global	This course intends to improve the familiarity of learners on the HRM practices in the international context. It enables the students to face	 Formulate approaches to IHRM and identify role of HRM in international firms. Demonstrate different cultures and its values. Plan recruitment & selection practices in MNCs and design T&D components.





Metric

Year

Criterion : I – Curricular Aspects : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A : 2015 - 2020



			elements of management. In this course the functions of managers, their roles and responsibilities along with organizational structure are insisted to make the students understand better to run a business successfully.	 structure along with delegation of authority and strategy. Asses the various types of leadership styles and theories. Emphasis on process of communication and its types. Focus on the controlling techniques and its application in management.
MBA 102	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 sophisticated level of understanding of the	 Outline the overview of management accounting and understand the different types of depreciation. Demonstrate the elements of cost and compute break-even print. Analyze the managerial application of marginal costing. Discuss the significance of ration Analysis and compute difference type's



Criterion : I – Curricular Aspects

 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Metric

Year

			language of accounting and its concepts.	 ration. Assess the requisites for a successful budgetary control system and compute different types of budget
MBA 103	Computer for Managers	Global	This course equips the students with skills for the effective use of office automation systems. This helps the participants to construct and Analyze databases.	 Discuss the evolution, classification of computers. Analyze the applications of MS-Word MS-Excel and PowerPoint. Assess the concept of database management system and communication network. Outline Enterprise resource planning and its types. Evaluate various E-Business models.
MBA 104	Managerial Economics	National	This course combines micro and macro economics and its application in	 Sketch the fundamental economic concepts. Analyze demand and its determinants



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and
Course Outcomes (COs) - M.B.A



: 2015 - 2020

Year

			businesses. It also exposes students to the fundamental economic concepts. This course also aims at providing an overview of the circular flow of National income and its concepts.	 Asses Mark the the Demo Incor Discu Analy 	to know the economics of scale. ss the pricing methods in various set structure and to get an idea over heories of profits. onstrate the circular flow of National me and its concept. uss the phase of Business cycle and yze the effects of inflation and ation.
MBA 105	Organizational Behavior	Local	This course is to provide an understanding about individual and group behavioral process in the organizational context and apply such knowledge in dealing with issues of individual interpersonal or group behavior in	 beha types Demo and o theor Discu funct 	ine the overview of organizational wior and understand the different s of perception. onstrate the concept of personality discuss the different types leadership ries. uss the different type of assess the tions of attitude. yze the group dynamics and discuss



Criterion : I – Curricular Aspects

Metric

Year



			organization	•	the different type of motivation theories. Assess the different stages of conflicts and stress management mechanism in the organization.
MBA 106	Quantitative Techniques	Regional	The course introduces the application of Operations Research concepts to the Management decision- making. The course enables the learners to enrich their quantitative analytical skills.	•	Formulate business problems in matrix form Formulate LP model for Business decision making and compute optimal solutions Plan optimal decisions for transportation problems Design methods to solve assignment problems Apply strategies using game theory and Analyze it for optimality criterion
MBA 201	Production & Operations	Local	This course examines the functional areas of	•	Outline the concept of production management and discuss the different



Criterion : I – Curricular Aspects

2015 - 2020

Metric

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



	r : 2015 - 20	020			
	Management		production and operations management in the manufacturing industry.	•	types of layout tec Compute EOQ and classification. Evaluate the produ- control mechanism Discuss the techni- measurements and sampling procedur Identify the quality and emerging tren- management.
MBA 202	Human Resources Management	Local	This course aims on providing a overview on the concept of HRM. It exposes students to how to manage	•	Outline the concept planning process. Analyze the process Appraisal and disc

chniques.

- nd assess the inventory
- duction scheduling and sm in the organization
- niques of work nd asses the work ures.
- ty control techniques nds in production
- ept of HRM & Manpower
- ess of performance scuss the various methods of training and development.
- Evaluate the principles of Job evaluation ٠ and explain the wage and salary

people at work. It also

covers concepts like

manpower planning,



Criterion : I – Curricular Aspects

Metric

Vear

MBA 204

Financial

Management

Local

 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A
 2015 - 2020



Al	ar : 2015 - 20	J20		X
			recruitment, selection, training and development. It also examines the emerging trends in HRM.	 Administration. Discuss trade Union and its function and Analyze collective bargaining. Identify the cause of grievance and procedure for disciplinary action.
MBA 203	Marketing Management	Global	This course describes the nature and purpose of marketing. It describes marketing mix, consumer behavior and strategy, product planning and development. It helps the students in making better marketing management decisions.	 Outline marketing management concept and current trends. Assess consumer behavior and identify competitors. Analyze product life cycle and strategies relevant to them. Discuss pricing and distribution strategies. Design and Manage advertising programmer

• Introduce financial management and preparation of fund flow and cash flow

This course emphasis on

the functions of finance,



Criterion : I – Curricular Aspects

Metric

Year



			sources of finance and the		statements.
			importance of finance	•	Outline the short term financing
			department in an		decisions in an organization.
			enterprise. This course also	•	Emphasize on long term investment and
			illustrates the financial		financial decisions in an organization.
			decisions, investment	•	Enhance the students with determination
			decisions and dividend		of dividend decisions and policies in
			decisions and their impact		declaration of dividends in an
			in the business		organization.
			environment.	•	Sketch out the concept of taxation and
	4				its types.
MBA 205	Management	Global	The course emphasizes the)•	Emphasize on impact and role of MIS inn
	Information	\$	application of systems in		an organization.
	System		various business	•	Outline the application of information
			operations. The types of		system in business operations.
			MIS and its various areas of	•	Focus on decision support system in
			business applications are		management decisions.
			focused in this course. The	•	Highlight the application of strategic



Criterion : I – Curricular Aspects

Metric

Year



			business analytics and its impact on various business operations are also insisted in this course.	 Information system in an organization. Introduce business analytics and its types.
MBA 206	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 and analytical skills of learners.	 Outline research types and process Apply suitable sampling methods and techniques for research study Use effective data collection methods Apply appropriate Statistical tools and Analyze the results Evaluate the research results and Create research report
MBA 301	Strategic Management	Global	The primary concern of this course is to introduce a strategic orientation among the participants in formulating and	 Provide framework on strategic management. Analyze the environment for suitable strategies. Explain various strategies that corporate



Criterion : I – Curricular Aspects

 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Metric

Year

			implementing strategies at corporate level.	 can adapt. Identify the process of implementing a strategy Assess the strategic Control process and suggest suitable ways for effective implementation of strategies
MBA 302	Entrepreneur-	National	The course explores the	Outline the entrepreneurial framework
WIDA 302	ship		basic concepts of entrepreneurship. It provides an idea about the idea generation and the various Appraisals.	 Outline the entrepreneurial framework and explore their personality traits. Explain the EDP Training Programmer and institutions. Identify the problems of women entrepreneur and face the challenges with Governmental support. Analyze and formulate a business plan. Assess the financial institutions and a roadmap to utilize the various incentives schemes.



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



MBA 303	Marketing	Global	This course deals with		Outline the importance research process
	Research		planning relevant data		Study the importance of research and
			collection Analysis and		information.
			communication of such		Understand the process and methods of
			results. It deals with		Data collection.
			monitoring marketing		Explain Data presentation interpretation
			performance and improves		and evaluation.
			understanding.		Assess the application of marketing
					research in different forms.
MBA 304	Advertising	Local	This course introduces	•	To discuss the need for advertisement
	Management	-84	integrated communication -		and current scenario in advertising.
		\mathcal{L}	advertising public relations		To explain the role of advertising
		\Im	- process and practices.	5	agencies.
			UNDLY LIGH		To create advertisement for a product.
					Assess the various media for advertising.
			110		Compile research and advertising
			SDUK		effectively.



Criterion : I – Curricular Aspects

Metric

Year



MBA 305	Sales and Distribution Management	Local	This course introduces the participants to sales and distribution practices. It exposes the participants to the tools and strategies necessary for designing, motivating and evaluating sales and distribution systems.	•	Outline the Concept of selling and sales management. Explain the theories on salesmanship and personal selling. Assess the role of personal selling in distribution and promotional strategy. Discuss sales force management and training programmer. Analyze channel of distribution and
MBA 306	Customer Relationship Management	National	This course plans to impart a sound introduction and components involved in CRM.		various distribution systems. Assess the need for and different mode of CRM. Identify various aspects related to CRM. Explain customer relationship Management process. Analyze the implication of CRM. Compile E-CRM with traditional CRM.



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



MBA 308	Brand Management	Local	This course provides students with insights into how profitable brand strategies can be created and the implications for brand management professionals.	•	Revise branding, positioning and connected issues. Compile new product development with branding. Discuss product launch strategies. Analyze the role of brand in Portfolio Management. Explain brand management plan and systems.
MBA 309	E-Marketing	Global	This course enables the students to learn and master the complete landscape of online marketing and associated channels.		Explain the evolution of digital marketing. Revise consumer buying behavior and process. Analyze segmentation, Targeting and positioning in digital marketing. Assess digital marketing mix. Discuss relevant issues related to digital



Criterion : I – Curricular Aspects

Metric

Year



				marketing.
MBA 311	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.	 Create an idea about e-market and its opportunities. Give a frame work of various modes of e-commerce. Emphasize the securities and safety measures for online transactions. Sketch out the mode of purchase and cash payments. Insists on upcoming trends in e-commerce.
MBA 312	Introduction to GUI & Visual Basic	Global	This course aims to introduce the students about graphical user interface and its applications in business.	 Insists on applications of Front end tools Provide knowledge about working with strings. Give views on usage of control statements.



Year

Criterion : I – Curricular Aspects Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A : 2015 - 2020



			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.	 Provide information about VB menus. Explain the usage of files and database.
MBA 313	Enterprise Resource Planning	Global	This practical course gives knowledge about the applications of enterprise resource planning in various functions of an organization. This course insists on the various technologies such as SAP, e-payment, e-HRM, OLAP.	 Frame an outline of ERP and its related technologies Outline the Manufacturing module of ERP. Explain the finance and production module of ERP. Insist on the Frame work and the market of ERP along with its leading. Brief out the ways of ERP implementation and its Process.



Criterion : I – Curricular Aspects

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MBA 314	Knowledge Management	Global	This course explores the concepts in knowledge database, knowledge architecture and its subsequent implications in business. This course also insists the development of knowledge base in the organization for is better	 Introduce the knowledge management components and its benefits. Give an outline of Knowledge Management process and challenges. Emphasize on Industrial environment and its issues. Brief out the anatomy of Knowledge Management. State the critical success factors in
MBA 322	Project Financing	National	focus on the functions of the organization. The course on Project Financing enables the project idea conception, project appraisal, and evaluating competencies of learners. The course provides knowledge on	 Knowledge Management. Explore project ideas & assess project identification criteria Design project report and evaluate financial estimates and projections Plan appraisal of projects by various financial institutions Compute project evaluation using



Criterion : I – Curricular Aspects

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			project risk evaluation techniques.	techniques and Analyze project risksPredict sources of raising finance for projects
MBA 323	Strategic Financial management	Regional	The course inculcates the strategic approach to financial management and develops the diagnostic skills of learners on valuation of firm.	 Outline SFM model and identify conceptual framework Explain financial models and apply models successfully Use equity and firm valuation models and formulate management decisions Apply corporate restructuring methods and strategic cost management techniques Plan for financial innovations and asses ethical financial performance
MBA 324	Fundamentals of Insurance Management	Global	The course enables the learners to acquaint understanding on	• Outline the concepts of risk in 'Life insurance' and explain the fundamentals of agency law and explain the



Criterion : I – Curricular Aspects

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			Insurance policies and	fundamentals of agency law
			familiarize the mechanism	• Explain life insurance plans and identify
			of Insurance services. The	insurance companies in India
			course hones up the skills	Compute Premiums and Bonuses for
			of managers to compute	insurance policies
			insurance premiums and	• Evaluate general insurance Business and
			bonuses.	its forms
				• Assess other types of general insurance
	-			
MBA 325	Management of	National	The course offe <mark>rs</mark> a	Outline the structure, functions &
	Financial	6	comprehensive outlook on	operations of Indian financial and
	Institutions and	2	the financial institutions	banking system
	Banks	Ň.	and in particular develops	• Explain the role and policy measures of
		¢) (the profound knowledge on	Development Financial Institutions
			operations of banks.	• Analyze risk management in FIs and
				assess the interaction among various
				risks
			KANTIR	• Discuss NPA management RBI functions
				and norms
		1		



Criterion : I – Curricular Aspects

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				• Evaluate latest technology in banks in Payment & Settlement system.
MBA 326	Derivatives & Futures	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.	 Identify derivative products and explain risks associates with derivatives Outline the rules and bye-laws for derivatives market Explain the concept of Stock index futures Assess types of interest rate futures Evaluate commodity futures
MBA 331	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	 Outline the significance of total quality management and Analyzing role of TQM in HRM. Explain customer satisfaction strategy dimension and asses the various TQ HR strategy planning.



Criterion : I – Curricular Aspects

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			implication plan for managing HR.	 Demonstrate the continuous improvement process dimension. Analyze project dimension and assess TQHR projects, planning & Management Assess various dimension of performance to integrate implication plan for
MBA 332	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.	 managing HR Outline the concepts of IR and explore IR in the public sector Explain the concepts of trade union and collective bargaining Identify the courses of grievances, conflicts and to discuss the conflict resolution measures. To discuss the workers participation in management and to know the level of workers education in India Analyze various legislations relating to



Criterion : I – Curricular Aspects

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				social security and the functions of ILO
MBA 333	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.	 outline the principles of training & development Explain the techniques of on the job training Identify the various techniques of the job Analyze the process and intervention of OD Assess the OD strategies and the action research requirements for OD implication
MBA 334	Labour Legislation	National	This course focuses at providing a wide knowledge to students about the various Acts in relation with Labor Legislation. It also exposes students to identify the provisions in the	 Discuss the concept and principles of legislation and the role of Labor welfare officer Explain the various Act relevant to lab our legislation Discuss some of the relevant Act in relation with Lab our Legislation



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Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (P



			Industrial Disputes Act. It helps the students to get an idea about the relationship between management and Indian Lab our legislation.		Create an idea about the acts that are relevant to Laws To identify the provisions in the Industrial disputes Act
MBA 335	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.		Outline the concepts and components of SHRM Discuss the functional strategies of HRP, Recruitment and selection Demonstrate the linkage between business strategy & training Identify / Analyze the strategic linkage of performance Management compensation & rewards strategy Assess the strategic contribution of HRM to organizational
MBA 336	Career	Local	This course explores the	•	Outline the concepts & Components of



Criterion : I – Curricular Aspects

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	Management		impact of changing		career development
			environment in career	•	Analyze the career progression and the
			development. It helps to		baseline for competency management
			evaluate the changing	•	Assess the career paths and talent
			career dynamic and its		management
			impact.	•	Evaluating the changing career dynamic
					and its impact
				•	Discuss the various career development
					plan
MBA 341	Value	National	This course makes the	•	Outline the overview of value engineering
	Engineering &	2	students to learn the basics		and discuss the relation of VE to other
	Waste Control	Re l	of value engineering and its	の	operations
		¢ N	importance. The course	•	Identify the different value engineering
			deals with uses of value		techniques and assess the decision
			deals with uses of value engineering and reducing		techniques and assess the decision making process
				•	
			engineering and reducing		making process



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outc



			LEAD	•	Assess the different types of training for value engineering Discuss and communicate the value engineering at workplace
MBA 342	Materials Management	Local	The course introduces students to the basic concepts of material management. There will be a focus on appropriate theory and the course will aim to provide opportunities for the practical implementation of the main concept covered.	·	Outline the overview of material management and Analyze the different type of techniques Assess the price trends and identify the purchase policies in material management Discuss the different inventory calculation techniques and compute EOQ Identify the different level of stock and Analyze cost optimization Explain the concept of storage and preservation
MBA 343	Advanced	Global	The students will have the	•	This course familiarizing the computer



Criterion : I – Curricular Aspects

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	Manufacturing		opportunity to learn		aided designing and manufacturing
	System		advanced manufacturing	•	Identify the flexible manufacturing
			system being used in the		system and robotics in organization
			business environment	•	Assess the different type of networking
			which enables students to		techniques and project budgeting
			make better management	•	Discuss the concept of capacity
			decisions.		utilization and its effect on
					manufacturing
				•	Analyze the need for cost reduction and
					discuss the different inventory
					management techniques
MBA 351	Hospital	Global	This is an introductory))•	Outline the overview of service industry
	Administration	Ġ \	course in Hospital	V	and Analyzing characteristics and
	-I		Administration with	1	challenges
			emphasis to cover key	•	Demonstrate the healthcare revolution
			activities related to hospital		assess various type of health care
			operation.		organizations
				•	Explain the different type of Hospitals



Criterion : I – Curricular Aspects

Metric

Year



			LEAD	 and Analyzing role of Hospital in health care Identify the different levels and roles in hospital management Discuss the current issues and best practices in health care
MBA 352	Health Insurance	Global	The course introduces students to the basic concepts of Health Insurance. It involves understanding all aspects of health insurance package and premium schedule.	 Outline the concept of health insurance and discuss the different types of Health insurance in India Assess the demand and supply of health Insurance Compute the health Insurance premium and designing benefit package Identify the provider payment mechanism and comparison of different payments systems Explain the concept of TPA and communicate the problems faced by



Criterion : I – Curricular Aspects

Metric

Year



				hospitals.
MBA 353	Hospital Accounting and Finance	National	This course explains accounting tools and techniques, which can be used to help firms maximizes value improving decision relating to budgeting and costing	 Outline the overview of Hospital Accounting and demonstrate the accounting chart for hospitals Explain the concept of fundraising and evaluate fundraising tactics Prepare different types of Budget and compute cost sheet for hospitals Assess the financial performance of hospital and plan (Financial decisions) investment Management Discuss the concept the concept of equity and evaluate the NHA in India context
MBA 321	International Financial Management	Global	This course describes the challenges and trends in international finance function, the implications of	 Brief out the recent changes and global financial market Conceptualize the FOREX applications and balance of payments



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Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcome



			currency market, foreign exchange market and derivative market in the business environment.	 Give an idea about various types of currency transactions in FOREX market Insists on party conditions in international finance Explain the function of international and European Monetary system
MBA 371	Logistics and Supply Chain Management	Global	This course emphasizes and the logistics management and supply chain management in an organization. The basic concepts such as inventory management, distribution management and supply chain relationships are also discussed in this course.	 Introduce various types of logistics and concepts. Focus on inventory control and distribution resource planning in an organization Insist an importance of supply chain management and its global business applications Assess the importance of supply chain relationships and conflicts resolution strategies Emphasis the role of manager in supply



Criterion : I – Curricular Aspects

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					chain along with its values
MBA 372	Import	National	The course illustrates the	•	Outline the overview of service industry
	Procedures and		import requisites,		and Analyzing characteristics and
	Documentation		importance, preliminary		challenges
			arrangements and	•	Demonstrate the healthcare revolution
			importers documents in the		assess various type of health care
			present scenar <mark>io</mark> . The		organizations
			import incentiv <mark>es</mark> along	•	Explain the different type of Hospitals
			with various supportive		and Analyzing role of Hospital in health
		K	documents are also		care
		20	emphasised by this course	•	Identify the different levels and roles in
		Re l	for the better	り、	hospital management
		¢ \	understanding of the	•	Discuss the current issues and best
			students.	r	practices in health care
MBA 401	International	Global	This course focuses on	•	Explain the need and relevance of
	Business		broad business		International Business.
	Management		administration skills. It	•	Assess tariff barriers and role of various



Criterion : I – Curricular Aspects

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			combines International business strategies and culture	 institutions in International Business. Analyze multinational companies and various market entry strategies. Compare globalization and Indian business settings. Discuss issues in International Business.
MBA 403	Rural Marketing	Local	This course familiarizes the students with conceptual understanding of rural marketing and development practices in Indian context.	 Discuss the characteristics of rural market. Analyze the challenges in rural marketing and rural market consumer behavior. Assess rural marketing mix. Explain channel management and communication in rural market. Outline industrial setup in rural market and recent trends.
MBA 404	Marketing of Services	Global	This course of examines the important issues faced by	• Discuss evolution of service marketing, consumer behavior and segmentation,



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outco



			the service providers and		targeting and positioning.
			the successful	•	Explain product and pricing in service
			implementation of a		industries.
			customer focus in service	•	Analyze promotion and distribution in
			based businesses.		service industries.
				•	Compile the concepts of people, process
					and physical evidences in service
					marketing.
				•	Apply service quality and strategies in
					various industries.
MBA 405	Consumer	Regional	This course applies	•	Explain the need for studying consumer
	Behavior	2	knowledge from the field of	か	behavior and consumer research.
		¢) (psychology, sociology,		Discuss the role of social factors in
			anthropology and		consumer behavior.
			economics to describe and	•	Analyze the role of culture in
			understand how consumers		understanding consumers.
			are likely to behave in many	•	Outline consumer decision process and
			different consumption		models.



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			situations.	• Compile the influence of attitude and belief in consumer behavior.
MBA 406	Retail Marketing Management	Regional	This course develops an in- depth understanding of retail and services management as well as non-store retailing.	 Outline channels of Distribution and evolution of retailing. Discuss trends and opportunities in retailing. Analyze various retail formats Assess the role of Inventory display in retailing. Explain retailing ad a sustainable competitive strategy.
MBA 410	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	 Outline the evolution of database management system. Give a frame work a relational model of DBMS and its data control facilities. Provide knowledge about SQL and its applications.



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			and Oracle to make the students to run a business in an effective manner.	 Identify ways of designing database and format models for its applications in business. Emphasis a establishing user system and user object to maintain database security in the organization
MBA 411	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.	 Introduce the browsers and URL in web designing. Enable to know various types of data and inheritance. Framework of various packages and interfaces along with exception banding. Insist on working with windows graphics and texts. Introduce networking and IDBC.
MBA 412	Computer Networks	Global	This course examines the concepts and features of	• Introduce the network types, applications and models



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Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcome



			computer networks in the present scenario. It involves the various types of networking and its impact in the business.	•	Outline the path of transmission of various types of signals and error detections and correction Give importance about data communications and channels
				•	Analyze the various types of communication networks Provide knowledge about internetwork and wireless network
MBA 420	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 portfolio and Analyze its performance.	·))) · · ·	Outline the concept of Investment Management and Securities market Assess the risk and return of individual securities Apply Fundamentals and Technical Analysis to Portfolio Assess the risk and return of Portfolio Use portfolio evaluation techniques



Criterion : I – Curricular Aspects

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MBA 422	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.	•	Explain the industry framework of financial services and create innovative financial instruments Evaluate leasing & hire purchase quantitatively and qualitatively Outline the venture capital firms, credit rating agencies & methodology, and stock broking procedures Evaluate mutual fund industry Analyze factoring services, depository system and International Financial Centers
MBA 423	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		Plan for mergers and discuss the strategic approach to M&A Formulate corporate restructuring deal Evaluate valuation approaches and methods of financing mergers



Criterion : I – Curricular Aspects

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			valuation of mergers.	 Analyze take over approaches and amendments Apply accounting methods and Analyze Legal and Regulatory Provisions
MBA 431	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.	 Outline the concepts of industrial psychology. Analyze work psychology and career choice and development for executives. Discuss the types of employee counseling and its process. Evaluate the special areas in counseling. Explain the role & functions of employee counselor.
MBA 432	Human Resource	National	This course aims at providing an overview about	Outline the concepts of HRA.Analyze the various methods of HRA.



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 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



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	Accounting and Audit		the concepts of HRA. This course explores the various methods and instruments of HR Audit.	•	Discuss concepts & Components of HR Audit. Explain HRD strategies, style, structure & systems. Evaluate HRD Audit methodology.
MBA 433	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 methodology of consulting.		Outline the concepts of consulting & its models. Understand the steps in marketing of consulting service. Analyze the tools & methodology of consulting. Assess the strategy of the consulting firms in managing conflicts. Identifying the consultancy assignment & client presentation in managing future consulting opportunities.
MBA 434	Disaster	Global	This course helps the	•	Outline an overview of Natural Disaster



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



	Management		students to explore and	Management.
			inculcating skills to manage	• Assess the skill development for disaster
			disaster and crisis.	Management.
			LEAD	• Discuss the steps in project rescue.
				• Analyze the Leader's Role in emotional
				intelligence.
		R		• Examine the ethics and social
				responsibility.
MBA 435	Human	Global	This course foc <mark>us</mark> es at	Outline information about interface
	Resource	-5	enhancing the knowledge	between HR & IT.
	Information	201	on integration of HR and	• Discuss the logical process modeling.
	System	N N	information technology. It	• Analyze the various issues of HRIs .
		\$	helps the students to	• Asses HRIs & Functional Areas of HR.
			integrate information	• Evaluate performance and compensating
			system with functional	management in organization .
			areas of HR.	
MBA 440	Total Quality	Global	This course is designed	• Outline the overview of TQM and identify



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Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



	Management		with an objective to		the different components of quality.
			familiarize the students	•	Discuss the role of functional department
			with key aspects of total		in TQM.
			quality management and its	•	Assess and manage the process quality
			application in real world		in the organization.
			scenarios.	٠	Identify the role and importance of
					quality in customer satisfaction.
				•	Demonstrate the ISO certification
					procedures in the organization.
MBA 441	Production	Regional	The course introduces	•	Outline the overview of production
	Planning &	2	students to the basic		planning and different control procedures
	Control	ά.	concept of production	り、	in the organization.
		\$	planning and control. The	•	Discuss the application of routing &
			students will have the GH		scheduling in production planning.
			opportunity to learn routing	•	Identify the different type of production
			and scheduling being used		system and control technique.
			in the business	•	Assess the different stages of production
			environment which enables		control.



Criterion : I – Curricular Aspects

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			students to make better decisions.	 Discuss different types of computer aided production planning and computer systems.
MBA 442	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 while taking investment decision.	 Outline the concept of project management and discuss the project feasibility Analysis. Discuss the market Analysis and evaluate social cost Benefit Analysis. Identify the different networking techniques used in project construction. Explain the concept of GERT simulation and its application in project management. Prepare the project organization and project costing.
MBA 450	Hospital Administration	Global	The course will focus on sharing the latest trends,	• Outline the overview of outpatient services and Trauma care in hospital.



Criterion : I – Curricular Aspects

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	– II		best practices and	•	Demonstrate the impatient services and
			procedures in Hospital		functions of OT/ICU in the hospital.
			administration.		Explain the diagnosis procedures in the
				Ĭ	hospital.
			LEAD		
				•	Identify the role of engineering service in
					Hospital.
				•	Discuss the various supporting services
					in Hospital.
MBA 451	Quality	Global	The course aims to prepare	•	Outline the entrepreneurial framework
	Management in	K	students to provide in-		and explore their personality traits.
	Hospital	2	depth knowledge of quality	•	Explain the EDP Training Programmes
		≈ 1.1	management that can be	0.	and institutions.
		\$	used in hospitals.	•	Identify the problems of women
			INDLY LIGH	T	entrepreneur and face the challenges
					with Governmental support.
				•	Analyze and formulate a business plan.
			KANTIR	•	Assess the financial institutions and a
					roadmap to utilize the various incentives



Criterion : I – Curricular Aspects

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					schemes.
MBA 452	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.		Outline the concept of service of service marketing and identify different service mix components for hospital. Discuss the procedure for planning and development of new services in the hospital. Asses the different type of pricing methods and franchise in hospital service.
		SA S	KINDLY LIGH	シシシン	Identify the promotion and communication mix for hospital services. Analyze the role and importance of people, process and physical evidence in hospital service.
MBA 402	International Marketing	Global	The course seeks to improve the knowledge of	•	Explain foreign trade and plan for international market entry decisions



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			learners on the international context of marketing orientation. It also inculcates the expertise in the managers to formulate marketing decisions in the international context.	 Formulate product mix decisions Plan Pricing mix decisions Analyze Distribution strategies Evaluate promotion strategies and predict control aspects
MBA 421	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.	 Explain foreign trade formalities, payments and practical problems faced Analyze financing foreign trade and financing schemes Create shipping documents in foreign trade Apply Foreign exchange theories Evaluate Trade control policies and Promotional measures



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MBA 430	International	Global	This course intends to	•	Formulate approaches to IHRM and
	Human		improve the familiarity of		identify role of HRM in international
	Resource		learners on the HRM		firms.
	Management		practices in the	•	Demonstrate different cultures and its
			international context. It		values.
			enables the students to face	٠	Plan recruitment & selection practices in
			the HRM challenges in the		MNCs and design T&D components.
			International context.	•	Apply performance appraisal and
					compare approaches to Compensation
		K			Management.
	<			•	Assess comparative practices of
		گ		か	Industrial relations internationally.
L					



Criterion : I – Curricular Aspects

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2016-20	17		A COI	
Course Code	Course Title	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	COURSE DESCRIPTION	COURSE OBJECTIVES
MBA 101	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 and responsibilities along with organizational structure are insisted to make the students understand better to run a	 Frame out the functions of management and evaluation of management thought. S ketch out the types of organization structure along with delegation of authority and strategy. Asses the various types of leadership styles and theories. Emphasis on process of communication and its types. Focus on the controlling techniques



Criterion : I – Curricular Aspects

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Year



			business successfully.	and its application in management.
MBA 102	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 sophisticated level of understanding of the language of accounting and its concepts.	 Outline the overview of management accounting and understand the different types of depreciation. Demonstrate the elements of cost and compute break-even print. Analyze the managerial application of marginal costing. Discuss the significance of ration Analysis and compute difference type's ration. Assess the requisites for a successful budgetary control system and compute different types of budget
MBA 103	Computer for Managers	Global	This course equips the students with skills for the effective use of office	 Discuss the evolution, classification of computers. Analyze the applications of MS-Word



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Criterion : I – Curricular Aspects : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A : 2015 - 2020



			automation systems. This helps the participants to construct and Analyze databases.	 MS-Excel and PowerPoint. Assess the concept of database management system and communication network. Outline Enterprise resource planning and its types. Evaluate various E-Business models.
MBA 104	Managerial Economics	National	This course combines micro and macro economics and its application in businesses. It also exposes students to the fundamental economic concepts. This course also aims at providing an overview of the circular flow of National income and its concepts.	 Sketch the fundamental economic concepts. Analyze demand and its determinants and to know the economics of scale. Assess the pricing methods in various Market structure and to get an idea over the theories of profits. Demonstrate the circular flow of National Income and its concept. Discuss the phase of Business cycle and Analyze the effects of inflation and



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				deflatation.
MBA 105	Organization al Behavior	Local	This course is to provide an understanding about individual and group behavioral process in the organizational context and apply such knowledge in dealing with issues of individual interpersonal or group behavior in organization	 Outline the overview of organizational behavior and understand the different types of perception. Demonstrate the concept of personality and discuss the different types leadership theories. Discuss the different type of assess the functions of attitude. Analyze the group dynamics and discuss the different type of motivation theories. Assess the different stages of conflicts and stress management mechanism in the organization.
MBA 106	Quantitative Techniques	Regional	The course introduces the application of Operations	• Formulate business problems in matrix form



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Criterion : I – Curricular Aspects Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A : 2015 - 2020



			Research concepts to the Management decision- making. The course enables the learners to enrich their quantitative analytical skills.	 Formulate LP model for Business decision making and compute optimal solutions Plan optimal decisions for transportation problems Design methods to solve assignment problems Apply strategies using game theory and Analyze it for optimality criterion
MBA 201	Production & Operations Management	Local	This course examines the functional areas of production and operations management in the manufacturing industry.	 Outline the concept of production management and discuss the different types of layout techniques. Compute EOQ and assess the inventory classification. Evaluate the production scheduling and control mechanism in the organization Discuss the techniques of work measurements and asses the work



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Criterion : I – Curricular Aspects



			MACOI LEAD	 sampling procedures. Identify the quality control techniques and emerging trends in production management.
MBA 202	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 concepts like manpower planning, recruitment, selection, training and development. It also examines the emerging trends in HRM.	 Outline the concept of HRM & Manpower planning process. Analyze the process of performance Appraisal and discuss the various methods of training and development. Evaluate the principles of Job evaluation and explain the wage and salary Administration. Discuss trade Union and its function and Analyze collective bargaining. Identify the cause of grievance and procedure for disciplinary action.
MBA 203	Marketing	Global	This course describes the	Outline marketing management



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Year



	Management		nature and purpose of marketing. It describes marketing mix, consumer behavior and strategy, product planning and development. It helps the students in making better marketing management decisions.	concept and current trends. Assess consumer behavior and identify competitors. Analyze product life cycle and strategies relevant to them. Discuss pricing and distribution strategies. Design and Manage advertising programme
MBA 204	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 and dividend	Introduce financial management and preparation of fund flow and cash flow statements. Outline the short term financing decisions in an organization. Emphasize on long term investment and financial decisions in an organization. Enhance the students with



Criterion : I – Curricular Aspects

Metric

Year



			decisions and their impact in the business environment.		determination of dividend decisions and policies in declaration of dividends in an organization. Sketch out the concept of taxation and its types.
MBA 205	Management Information System	Global	The course emphasizes the application of systems in various business operations. The types of MIS and its various areas of business applications are focused in this course. The business analytics and its impact on various business operations are also insisted in this course.		Emphasize on impact and role of MIS inn an organization. Outline the application of information system in business operations. Focus on decision support system in management decisions. Highlight the application of strategic Information system in an organization. Introduce business analytics and its types.
MBA 206	Business	Regional	The course is designed to	•	Outline research types and process



Criterion : I – Curricular Aspects

Metric

Year



	Research		enable the managers to	•	Apply suitable sampling methods and
			pursue independent		techniques for research study
			research in the context of		Use effective data collection methods
			organization. The course	Κ.	Apply appropriate Statistical tools and
			sharpens the research		Analyze the results
			competencies and	•	Evaluate the research results and
			analytical skills of learners.		Create research report
MBA 301	Strategic	Global	The primary co <mark>nc</mark> ern of this	•	Provide framework on strategic
	Management		course is to int <mark>rod</mark> uce a		management.
		5	strategic orientation among	•	Analyze the environment for suitable
			the participants in		strategies.
			formulating and)).•	Explain various strategies that
		c h	implementing strategies at		corporate can adapt.
			corporate level.	1.	Identify the process of implementing a
					strategy
			12	•	Assess the strategic Control process
			KADAKI		and suggest suitable ways for effective



Criterion : I – Curricular Aspects

Metric

Year



				implementation of strategies
MBA 302	Entrepreneur -ship	National	The course explores the basic concepts of entrepreneurship. It provides an idea about the idea generation and the various Appraisals.	 Outline the entrepreneurial framework and explore their personality traits. Explain the EDP Training Programmes and institutions. Identify the problems of women entrepreneur and face the challenges with Governmental support. Analyze and formulate a business plan. Assess the financial institutions and a roadmap to utilize the various incentives schemes.
MBA 303	Marketing Research	Global	This course deals with planning relevant data collection Analysis and communication of such results. It deals with	 Outline the importance research process Study the importance of research and information. Understand the process and methods of



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and
Course Outcomes (COs) - M.B.A



: 2015 - 2020

Year

			monitoring marketing		Data collection.
			performance and improves	•	Explain Data presentation
			understanding.		interpretation and evaluation.
			LEAD		Assess the application of marketing
					research in different forms.
MBA 304	Advertising	Local	This course introduces	•	To discuss the need for advertisement
	Management		integrated communication		and current scenario in advertising.
			– advertising pu <mark>b</mark> lic	•	To explain the role of advertising
			relations – proc <mark>es</mark> s and		agencies.
		5	practices.	•	To create advertisement for a product.
				•	Assess the various media for
				》、/	advertising.
		¢ N		•	Compile research and advertising
			AINDLY LIGH		effectively.
MBA 305	Sales and	Local	This course introduces the	1.	Outline the Concept of selling and sales
	Distribution		participants to sales and		management.
	Management		distribution practices. It	•	Explain the theories on salesmanship



Year

Criterion : I – Curricular Aspects Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A : 2015 - 2020



			exposes the participants to the tools and strategies necessary for designing, motivating and evaluating sales and distribution systems.	 and personal selling. Assess the role of personal selling in distribution and promotional strategy. Discuss sales force management and training programme. Analyze channel of distribution and various distribution systems.
MBA 306	Customer Relationship Management	National	This course plans to impart a sound introduction and components involved in CRM.	 Assess the need for and different mode of CRM. Identify various aspects related to CRM. Explain customer relationship Management process. Analyze the implication of CRM. Compile E-CRM with traditional CRM.
MBA 308	Brand Management	Local	This course provides students with insights into how profitable brand	 Revise branding, positioning and connected issues. Compile new product development with



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and
Course Outcomes (COs) - M.B.A

: 2015 - 2020

Year



			strategies can be created and the implications for brand management professionals.		branding. Discuss product launch strategies. Analyze the role of brand in Portfolio Management. Explain brand management plan and systems.
MBA 309	E-Marketing	Global	This course enables the students to learn and master the complete landscape of online marketing and associated channels.		 Explain the evolution of digital marketing. Revise consumer buying behavior and process. Analyze segmentation, Targeting and positioning in digital marketing. Assess digital marketing mix. Discuss relevant issues related to digital marketing.
MBA 311	E – Commerce	Global	This course illustrates the electronic way of commerce	·	Create an idea about e-market and its opportunities.



MBA 312

Introduction

Visual Basic

to GUI &

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and
Course Outcomes (COs) - M.B.A

course for the better

understanding of the

This course aims to

introduce the students

applications in business.

focused in this course for

The SQL, programming and

about graphical user

its concepts are also

the knowledge of the

interface and its

students.



Year	: 2015 - 2020	
		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

Global

• Give a frame work of various modes of e-commerce.

- Emphasize the securities and safety measures for online transactions.
- Sketch out the mode of purchase and cash payments.
- Insists on upcoming trends in ecommerce.
- Insists on applications of Front end tools
- Provide knowledge about working with strings.
- Give views on usage of control statements.
- Provide information about VB menus.
- Explain the usage of files and database.



Criterion : I – Curricular Aspects

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Metric

Year

MBA 313	Enterprise Resource Planning	Global	students in recent developments in software and systems technology. This practical course gives knowledge about the applications of enterprise resource planning in various functions of an organization. This course insists on the various technologies such as SAP, e-payment, e-HRM, OLAP.	 Frame an outline of ERP and its related technologies. Outline the Manufacturing module of ERP. Explain the finance and production module of ERP. Insist on the Frame work and the market of ERP along with its leading. Brief out the ways of ERP implementation and its Process.
MBA 314	Knowledge Management	Global	This course explores the concepts in knowledge database, knowledge architecture and its	 Introduce the knowledge management components and its benefits. Give an outline of Knowledge Management process and challenges.



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and

Course Outcomes (COs) – M.B.A : 2015 - 2020



			subsequent implications in business. This course also insists the development of knowledge base in the organization for is better focus on the functions of the organization.	 Emphasize on Industrial environment and its issues. Brief out the anatomy of Knowledge Management. State the critical success factors in Knowledge Management.
MBA 322	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 project risk evaluation techniques.	 Explore project ideas & assess project identification criteria Design project report and evaluate financial estimates and projections Plan appraisal of projects by various financial institutions Compute project evaluation using techniques and Analyze project risks Predict sources of raising finance for projects



Criterion : I – Curricular Aspects

Metric

Year



MBA 323	Strategic Financial management	Regional	The course inculcates the strategic approach to financial management and develops the diagnostic skills of learners on valuation of firm.	 Outline SFM model and identify conceptual framework Explain financial models and apply models successfully Use equity and firm valuation models and formulate management decisions Apply corporate restructuring methods and strategic cost management techniques Plan for financial innovations and asses ethical financial performance
MBA 324	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	 Outline the concepts of risk in 'Life insurance' and explain the fundamentals of agency law and explain the fundamentals of agency law Explain life insurance plans and identify insurance companies in India



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcome

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Year

			of managers to compute	•	Compute Premiums and Bonuses for
			insurance premiums and		insurance policies
			bonuses.		Evaluate general insurance Business
			LEAD	K	and its forms
				•	Assess other types of general insurance
MBA 325	Management	National	The course offe <mark>r</mark> s a	•	Outline the structure, functions &
	of Financial		comprehensive outlook on		operations of Indian financial and
	Institutions		the financial in <mark>sti</mark> tutions		banking system
	and Banks		and in particul <mark>ar</mark> develops	•	Explain the role and policy measures of
			the profound knowledge on		Development Financial Institutions
		287	operations of banks.		Analyze risk management in FIs and
				の	assess the interaction among various
		A			risks
			AINDLY LIGH	1.	Discuss NPA management RBI
					functions and norms
			1/1	•	Evaluate latest technology in banks in
			KADUR		Payment & Settlement system.



Criterion : I – Curricular Aspects

Metric

Year

 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A
 2015 - 2020



RAL	rear : 2015 ·	- 2020			
MBA 326	Derivatives &	Global	The course presents a	•	Identify derivative products and explain
	Futures		framework of various		risks associates with derivatives
			derivative and commodity		Outline the rules and bye-laws for
			products in the market.		derivatives market
			The course attempts to	•	Explain the concept of Stock index
			enhance the assessment		futures
			expertise of managers on	•	Assess types of interest rate futures
			trading mechanism of	•	Evaluate commodity futures
			derivative and commodity		
			market.		
MBA 331	Total Quality	Regional	This course focuses on	•	Outline the significance of total quality
	in Human		imparting knowledge about	ふ く	management and Analyzing role of TQM
	Resource	¢,	the role of TQM in HRM. It	9	in HRM.
			also helps to assess the	Τ.	Explain customer satisfaction strategy
			various dimensions of		dimension and asses the various TQ HR
			performance to integrate		strategy planning.

Demonstrate the continuous improvement process dimension.

•

implication plan for



Criterion : I – Curricular Aspects

Metric

Year



	-				
			managing HR.	•	Analyze project dimension and assess
					TQHR projects, planning &
					Management
			LEAD	ζ.	Assess various dimension of
					performance to integrate implication
					plan for managing HR
MBA 332	Advanced	Regional	This course int <mark>en</mark> ds to	•	Outline the concepts of IR and explore
	industrial		explore the ind <mark>us</mark> trial		IR in the public sector
	relations		relations in pu <mark>blic</mark> sector.	•	Explain the concepts of trade union
			The course aims to equip		and collective bargaining
			students with grievance	•	Identify the courses of grievances,
			and conflict resolutions	の /	conflicts and to discuss the conflict
		l ¢h l	measures.		resolution measures.
			MINDLY LIGH	Τ.	To discuss the workers participation in
					management and to know the level of
					workers education in India
			KADTIKI	•	Analyze various legislations relating to



Criterion : I – Curricular Aspects

Metric

Year



				social security and the functions of ILO
MBA 333	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.	 outline the principles of training & development Explain the techniques of on the job training Identify the various techniques of the job Analyze the process and intervention of OD Assess the OD strategies and the action research requirements for OD implication
MBA 334	Labour Legislation	National	This course focuses at providing a wide knowledge to students about the various Acts in relation with Labour Legislation. It	 Discuss the concept and principles of legislation and the role of Labour welfare officer Explain the various Act relevant to labour legislation



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outo



			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.	 Discuss some of the relevant Act in relation with Labour Legislation Create an idea about the acts that are relevant to Laws To identify the provisions in the Industrial disputes Act
MBA 335	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.	 Outline the concepts and components of SHRM Discuss the functional strategies of HRP, Recruitment and selection Demonstrate the linkage between business strategy & training Identify / Analyze the strategic linkage of performance Management compensation & rewards strategy Assess the strategic contribution of



Criterion : I – Curricular Aspects

Metric

Year



				HRM to organizational
MBA 336	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.	 Outline the concepts & Components of career development Analyze the career progression and the baseline for competency management Assess the career paths and talent management Evaluating the changing career dynamic and its impact Discuss the various career development plan
MBA 341	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	 Outline the overview of value engineering and discuss the relation of VE to other operations Identify the different value engineering techniques and assess the decision making process



Criterion : I – Curricular Aspects

Metric

Year



			reducing waste.	•	Discuss the concept of scheduling and Analyze the different techniques in scheduling Assess the different types of training for value engineering Discuss and communicate the value engineering at workplace
MBA 342	Materials Management	Local	The course introduces students to the basic concepts of material management. There will be a focus on appropriate theory and the course will aim to provide opportunities for the practical implementation of the main concept covered.		Outline the overview of material management and Analyze the different type of techniques Assess the price trends and identify the purchase policies in material management Discuss the different inventory calculation techniques and compute EOQ Identify the different level of stock and Analyze cost optimization



Criterion : I – Curricular Aspects

Metric

Year



				•	Explain the concept of storage and preservation
MBA 343	Advanced Manufacturin g System	Global	The students will have the opportunity to learn advanced manufacturing system being used in the business environment which enables students to make better management decisions.		This course familiarizing the computer aided designing and manufacturing Identify the flexible manufacturing system and robotics in organization Assess the different type of networking techniques and project budgeting Discuss the concept of capacity utilization and its effect on manufacturing Analyze the need for cost reduction and discuss the different inventory management techniques
MBA 351	Hospital Administratio n –I	Global	This is an introductory course in Hospital Administration with	·	Outline the overview of service industry and Analyzing characteristics and challenges



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Oute



			emphasis to cover key activities related to hospital operation.	 Demonstrate the healthcare revolution assess various type of health care organizations Explain the different type of Hospitals and Analyzing role of Hospital in health
				 care Identify the different levels and roles in hospital management Discuss the current issues and best practices in health care
MBA 352	Health Insurance	Global	The course introduces students to the basic concepts of Health Insurance. It involves understanding all aspects of health insurance package and premium schedule.	 Outline the concept of health insurance and discuss the different types of Health insurance in India Assess the demand and supply of health Insurance Compute the health Insurance premium and designing benefit package Identify the provider payment



Criterion : I – Curricular Aspects

Metric

Year



			NA COZ		mechanism and comparison of different payments systems Explain the concept of TPA and communicate the problems faced by hospitals.
MBA 353	Hospital	National	This course explains	•	Outline the overview of Hospital
	Accounting		accounting tool <mark>s</mark> and		Accounting and demonstrate the
	and Finance		techniques, wh <mark>ich</mark> can be		accounting chart for hospitals
			used to help fir <mark>ms</mark>	•	Explain the concept of fundraising and
			maximizes value improving		evaluate fundraising tactics
			decision relating to	•	Prepare different types of Budget and
			budgeting and costing	の	compute cost sheet for hospitals
		A		•	Assess the financial performance of
			LIGH LIGH	T	hospital and plan (Financial decisions)
					investment Management
				•	Discuss the concept the concept of
			KADTIR		equity and evaluate the NHA in India



Criterion : I – Curricular Aspects

Metric

Year



					context
MBA 321	International	Global	This course describes the		Brief out the recent changes and global
	Financial		challenges and trends in		financial market
	Management		international finance	•	Conceptualize the fore applications
			function, the implications		and balance of payments
			of currency market, foreign	•	Give an idea about various types of
			exchange mark <mark>e</mark> t and		currency transactions in fore market
			derivative mark <mark>et</mark> in the	•	Insists on party conditions in
			business envir <mark>onm</mark> ent.		international finance
				•	Explain the function of international
		787		Dre	and European Monetary system
MBA 371	Logistics and	Global	This course emphasizes	97.	Introduce various types of logistics and
	Supply Chain		and the logistics	7	concepts.
	Management		management and supply	•	Focus on inventory control and
			chain management in an		distribution resource planning in an
			organization. The basic		organization
			concepts such as inventory	•	Insist an importance of supply chain



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and
Course Outcomes (COs) - M.B.A



: 2015 - 2020

Year

			management, distribution management and supply chain relationships are also discussed in this course.	management and its global business applications Assess the importance of supply chain relationships and conflicts resolution strategies Emphasis the role of manager in supply chain along with its values
MBA 372	Import Procedures and Documentati on	National	The course illustrates the import requisites, importance, preliminary arrangements and importers documents in the present scenario. The import incentives along with various supportive documents are also emphasised by this course for the better	Outline the overview of service industry and Analyzing characteristics and challenges Demonstrate the healthcare revolution assess various type of health care organizations Explain the different type of Hospitals and Analyzing role of Hospital in health care Identify the different levels and roles in hospital management



Criterion : I – Curricular Aspects

Metric

Year



			understanding of the students.	•	Discuss the current issues and best practices in health care
MBA 401	International Business Management	Global	This course focuses on broad business administration skills. It combines International business strategies and culture		Explain the need and relevance of International Business. Assess tariff barriers and role of various institutions in International Business. Analyze multinational companies and various market entry strategies. Compare globalization and Indian business settings. Discuss issues in International Business.
MBA 403	Rural Marketing	Local	This course familiarizes the students with conceptual understanding of rural marketing and development practices in		Discuss the characteristics of rural market. Analyze the challenges in rural marketing and rural market consumer behavior.



Criterion : I – Curricular Aspects

Metric

Year



		Indian context.	 Assess rural marketing mix. Explain channel management and communication in rural market. Outline industrial setup in rural market and recent trends.
MBA 404 Marke Service	ting of Global es	This course of examines the important issues faced by the service providers and the successful implementation of a customer focus in service based businesses.	 Discuss evolution of service marketing, consumer behavior and segmentation, targeting and positioning. Explain product and pricing in service industries. Analyze promotion and distribution in service industries. Compile the concepts of people, process and physical evidences in service marketing. Apply service quality and strategies in various industries.



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



	Course Outcomes (COs	5) – M.B.A
Year	: 2015 - 2020	

MBA 405	Consumer Behavior	Regional	This course applies knowledge from the field of psychology, sociology, anthropology and economics to describe and understand how consumers are likely to behave in many different consumption situations.	 Explain the need for studying consumer behavior and consumer research. Discuss the role of social factors in consumer behavior. Analyze the role of culture in understanding consumers. Outline consumer decision process and models. Compile the influence of attitude and belief in consumer behavior.
MBA 406	Retail Marketing Management	Regional	This course develops an in- depth understanding of retail and services management as well as non-store retailing.	 Outline channels of Distribution and evolution of retailing. Discuss trends and opportunities in retailing. Analyze various retail formats Assess the role of Inventory display in retailing.



Criterion : I – Curricular Aspects

Metric

Year



				•	Explain retailing ad a sustainable competitive strategy.
MBA 410	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.		Outline the evolution of database management system. Give a frame work a relational model of DBMS and its data control facilities. Provide knowledge about SQL and its applications. Identify ways of designing database and format models for its applications in business. Emphasis a establishing user system and user object to maintain database security in the organization
MBA 411	Internet & Java Programming	Global	In order to cope up with the recent developments and designing an e-	•	Introduce the browsers and URL in web designing. Enable to know various types of data



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outo



		-			
			business, this course is		and inheritance.
			framed for the students. It	•	Framework of various packages and
			also focuses on the		interfaces along with exception
			concepts and areas of	K,	banding.
			internet and Java	•	Insist on working with windows
			programming.		graphics and texts.
		A.		•	Introduce networking and IDBC.
MBA 412	Computer	Global	This course exa <mark>m</mark> ines the	•	Introduce the network types,
	Networks		concepts and f <mark>eat</mark> ures of		applications and models
			computer networks in the	•	Outline the path of transmission of
			present scenario. It		various types of signals and error
			involves the various types))、/	detections and correction
		L ¢	of networking and its	•	Give importance about data
			impact in the business.	T	communications and channels
				•	Analyze the various types of
					communication networks
			KADTIK	•	Provide knowledge about internetwork



Criterion : I – Curricular Aspects

Metric

Year



				and wireless network
MBA 420	SecurityAnal ysisandPort folio Management	National	The course is intended to provide an in-depth theoretical knowledge on stock market. It augments the learning managers to build portfolio and Analyze its performance.	 Outline the concept of Investment Management and Securities market Assess the risk and return of individual securities Apply Fundamentals and Technical Analysis to Portfolio Assess the risk and return of Portfolio Use portfolio evaluation techniques
MBA 422	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.	 Explain the industry framework of financial services and create innovative financial instruments Evaluate leasing & hire purchase quantitatively and qualitatively Outline the venture capital firms, credit rating agencies &methodology, and stock broking procedures



Criterion : I – Curricular Aspects

Metric

Year



			NA COI	 Evaluate mutual fund industry Analyze factoring services, depository system and International Financial Centers
MBA 423	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.	 Plan for mergers and discuss the strategic approach to M&A Formulate corporate restructuring deal Evaluate valuation approaches and methods of financing mergers Analyze take over approaches and amendments Apply accounting methods and Analyze Legal and Regulatory Provisions
MBA 431	Industrial Psychology & Counseling	Local	This course focuses on inculcating knowledge about work psychology and the various approaches of	 Outline the concepts of industrial psychology. Analyze work psychology and career choice and development for executives.



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcome



			work psychology like psychoanalytic, trait, behavioral, phenomenological, social and cognitive. It helps the student to develop the counseling skills.	 Discuss the types of employee counseling and its process. Evaluate the special areas in counseling. Explain the role & functions of employee counselor.
MBA 432	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.	 Outline the concepts of HRA. Analyze the various methods of HRA. Discuss concepts & Components of HR Audit. Explain HRD strategies, style, structure & systems. Evaluate HRD Audit methodology.
MBA 433	Management consultancy	Global	This course focuses on providing an outline about concepts of consulting and	 Outline the concepts of consulting & its models. Understand the steps in marketing of



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and
Course Outcomes (COs) - M.B.A



: 2015 - 2020

Year

			its models. It also helps to		consulting service.
			explore the tools and	•	Analyze the tools & methodology of
			methodology of consulting.		consulting.
			LEAD	~ •	Assess the strategy of the consulting
					firms in managing conflicts.
				•	Identifying the consultancy assignment
					& client presentation in managing
					future consulting opportunities.
MBA 434	Disaster	Global	This course hel <mark>ps</mark> the	•	Outline an overview of Natural Disaster
	Management		students to explore and		Management.
			inculcating skills to	•	Assess the skill development for
			manage disaster and crisis.	の	disaster Management.
		9		•	Discuss the steps in project rescue.
			ANDLY LIGH	•	Analyze the Leader's Role in emotional
					intelligence.
			4		Examine the ethics and social
			KADIK		responsibility.



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outco



MBA 435	Human	Global	This course focuses at	•	Outline information about interface
	Resource		enhancing the knowledge		between HR & IT.
	Information		on integration of HR and	•	Discuss the logical process modeling.
	System		information technology. It		Analyze the various issues of HRIs .
			helps the students to	•	Asses HRIs & Functional Areas of HR.
			integrate information	•	Evaluate performance and
			system with functional		compensating management in
			areas of HR.		organization .
MBA 440	Total Quality	Global	This course is designed	•	Outline the overview of TQM and
	Management	3	with an objective to		identify the different components of
		781	familiarize the students		quality.
			with key aspects of total	25.	Discuss the role of functional
		$\left(\mathbf{S}\right) $	quality management and		department in TQM.
			its application in real world	•	Assess and manage the process quality
			scenarios.		in the organization.
			41000	•	Identify the role and importance of
			SDUN		quality in customer satisfaction.



Criterion : I – Curricular Aspects

Metric

Year



				•	Demonstrate the ISO certification procedures in the organization.
MBA 441	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.		Outline the overview of production planning and different control procedures in the organization. Discuss the application of routing & scheduling in production planning. Identify the different type of production system and control technique. Assess the different stages of production control. Discuss different types of computer aided production planning and computer systems.
MBA 442	Project Management	National	This course has been designed with an objective to familiarize students with		Outline the concept of project management and discuss the project feasibility Analysis.



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outco



			key aspects of project management. This course will equip them to understand the influences of heuristics while taking investment decision.	 Discuss the market Analysis and evaluate social cost Benefit Analysis. Identify the different networking techniques used in project construction. Explain the concept of GERT simulation and its application in project management. Prepare the project organization and project costing.
MBA 450	Hospital Administratio n – II	Global	The course will focus on sharing the latest trends, best practices and procedures in Hospital administration.	 Outline the overview of outpatient services and Trauma care in hospital. Demonstrate the impatient services and functions of OT/ICU in the hospital. Explain the diagnosis procedures in the hospital. Identify the role of engineering service in Hospital.



Criterion : I – Curricular Aspects

Metric

Year



				•	Discuss the various supporting services in Hospital.
MBA 451	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.		Outline the entrepreneurial framework and explore their personality traits. Explain the EDP Training Programmer and institutions. Identify the problems of women entrepreneur and face the challenges with Governmental support. Analyze and formulate a business plan. Assess the financial institutions and a roadmap to utilize the various incentives schemes.
MBA 452	Marketing of Hospital Services	Global	The course provides students scope, skills and tools of marketing. Then the student will be able to	•	Outline the concept of service of service marketing and identify different service mix components for hospital. Discuss the procedure for planning and



Criterion : I – Curricular Aspects

Metric

Year



			start their marketing careers in the Hospital.	development of new services in the hospital. Asses the different type of pricing methods and franchise in hospital service. Identify the promotion and communication mix for hospital services. Analyze the role and importance of people, process and physical evidence in hospital service.
MBA 402	International Marketing	Global	The course seeks to improve the knowledge of learners on the international context of marketing orientation. It also inculcates the expertise in the managers	Explain foreign trade and plan for international market entry decisions Formulate product mix decisions Plan Pricing mix decisions Analyze Distribution strategies Evaluate promotion strategies and



Criterion : I – Curricular Aspects

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Metric

Year

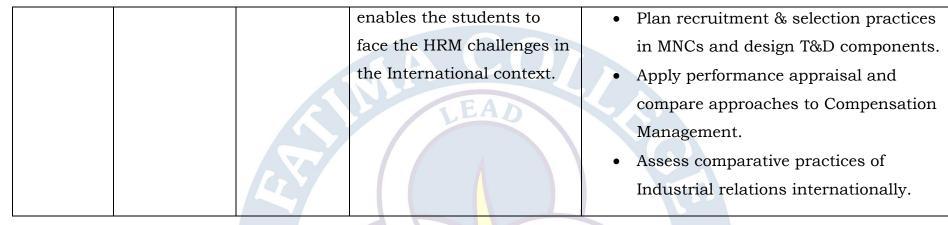
			to formulate marketing decisions in the international context.	predict control aspects
MBA 421	Export Finance & Documentation	National	The purpose of the course is to implant proficiency in Export operations and procedures among the learners. The course intends to build up the logical ability of the managers in handling foreign trade transactions.	 Explain foreign trade formalities, payments and practical problems faced Analyze financing foreign trade and financing schemes Create shipping documents in foreign trade Apply Foreign exchange theories Evaluate Trade control policies and Promotional measures
MBA 430	International Human Resource Management	Global	This course intends to improve the familiarity of learners on the HRM practices in the international context. It	 Formulate approaches to IHRM and identify role of HRM in international firms. Demonstrate different cultures and its values.



Year

Criterion : I – Curricular Aspects Metric : 1.1.1 – Programme Outcomes (I









Criterion : I – Curricular Aspects

Metric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and
Course Outcomes (COs) - M.B.AYear: 2015 - 2020



YEAR: 2015 - 2016

Course Code	COURSE TITLE	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	COURSE DESCRIPTION	COURSE OBJECTIVES
MBA 101	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 and responsibilities along with organizational structure are insisted to make the students understand better to run a business successfully.	 Frame out the functions of management and evaluation of management thought. S ketch out the types of organization structure along with delegation of authority and strategy. Asses the various types of leadership styles and theories. Emphasis on process of communication and its types. Focus on the controlling techniques and its application in management.



Criterion : I – Curricular Aspects

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MBA 102	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 sophisticated level of understanding of the language of accounting and its concepts.	 Outline the overview of management accounting and understand the different types of depreciation. Demonstrate the elements of cost and compute break-even print. Analyze the managerial application of marginal costing. Discuss the significance of ration Analysis and compute difference type's ration. Assess the requisites for a successful budgetary control system and compute different types of budget
MBA 103	Computer for Managers	Global	This course equips the students with skills for the effective use of office automation systems. This helps the participants to construct and Analyze	 Discuss the evolution, classification of computers. Analyze the applications of MS-Word MS-Excel and PowerPoint. Assess the concept of database



Criterion : I – Curricular Aspects

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	databases.	 management system and communication network. Outline Enterprise resource planning and its types. Evaluate various E-Business models.
MBA 104 Manag Econo	This course combines micro and macro economics and its application in businesses. It also exposes students to the fundamental economic concepts. This course also aims at providing an overview of the circular flow of National income and its concepts.	 Sketch the fundamental economic concepts. Analyze demand and its determinants and to know the economics of scale. Assess the pricing methods in various Market structure and to get an idea over the theories of profits. Demonstrate the circular flow of National Income and its concept. Discuss the phase of Business cycle and Analyze the effects of inflation and deflatation.



Criterion : I – Curricular Aspects

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Year



MBA 105	Organizational Behavior	Local	This course is to provide an understanding about individual and group behavioral process in the organizational context and apply such knowledge in dealing with issues of individual interpersonal or group behavior in organization	 Outline the overview of organizational behavior and understand the different types of perception. Demonstrate the concept of personality and discuss the different types leadership theories. Discuss the different type of assess the functions of attitude. Analyze the group dynamics and discuss the different type of motivation theories. Assess the different stages of conflicts and stress management mechanism in the organization.
MBA 106	Quantitative Techniques	Regional	The course introduces the application of Operations Research concepts to the Management decision- making. The course enables	 Formulate business problems in matrix form Formulate LP model for Business decision making and compute optimal solutions



Year

Criterion : I – Curricular Aspects Metric : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A : 2015 - 2020



h.					
			the learners to enrich their quantitative analytical skills.	•	Plan optimal decisions for transportation problems Design methods to solve assignment problems Apply strategies using game theory and Analyze it for optimality criterion
MBA 201	Production & Operations Management	Local	This course examines the functional areas of production and operations management in the manufacturing industry.	•	Outline the concept of production management and discuss the different types of layout techniques. Compute EOQ and assess the inventory classification. Evaluate the production scheduling and control mechanism in the organization Discuss the techniques of work measurements and asses the work sampling procedures. Identify the quality control techniques and emerging trends in production



Criterion : I – Curricular Aspects

Metric

Year



				management.
MBA 202	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 concepts like manpower planning, recruitment, selection, training and development. It also examines the emerging trends in HRM.	 Outline the concept of HRM & Manpower planning process. Analyze the process of performance Appraisal and discuss the various methods of training and development. Evaluate the principles of Job evaluation and explain the wage and salary Administration. Discuss trade Union and its function and Analyze collective bargaining. Identify the cause of grievance and procedure for disciplinary action.
MBA 203	Marketing Management	Global	This course describes the nature and purpose of marketing. It describes marketing mix, consumer	 Outline marketing management concept and current trends. Assess consumer behavior and identify competitors.



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Programme



		-			
			behavior and strategy,	•	Analyze product life cycle and strategies
			product planning and		relevant to them.
			development. It helps the	•	Discuss pricing and distribution
			students in making better	R	strategies.
			marketing management		Design and Manage advertising
		N	decisions.		programmer
MBA 204	Financial	Local	This course emph <mark>a</mark> sis on the	•	Introduce financial management and
	Management		functions of finan <mark>ce</mark> , sources		preparation of fund flow and cash flow
			of finance and the		statements.
			importance of finance	•	Outline the short term financing decisions
			department in an enterprise.		in an organization.
			This course also illustrates)•	Emphasize on long term investment and
			the financial decisions,		financial decisions in an organization.
			investment decisions and	1	Enhance the students with determination
			dividend decisions and their		of dividend decisions and policies in
			impact in the business		declaration of dividends in an
			environment.	5	organization.
				•	Sketch out the concept of taxation and its



Criterion : I – Curricular Aspects

Metric

Year



				types.
MBA 205	Management Information System	Global	The course emphasizes the application of systems in various business operations. The types of MIS and its various areas of business applications are focused in this course. The business analytics and its impact on various business operations are also insisted in this course.	 Emphasize on impact and role of MIS inn an organization. Outline the application of information system in business operations. Focus on decision support system in management decisions. Highlight the application of strategic Information system in an organization. Introduce business analytics and its types.
MBA 206	Business Research	Regional	The course is designed to enable the managers to pursue independent research in the context of organization. The course	 Outline research types and process Apply suitable sampling methods and techniques for research study Use effective data collection methods Apply appropriate Statistical tools and



Criterion : I – Curricular Aspects

Metric

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			sharpens the research competencies and analytical skills of learners.	Analyze the resultsEvaluate the research results and Create research report
MBA 301	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.	 Provide framework on strategic management. Analyze the environment for suitable strategies. Explain various strategies that corporate can adapt. Identify the process of implementing a strategy Assess the strategic Control process and suggest suitable ways for effective implementation of strategies
MBA 302	Entrepreneur- ship	National	The course explores the basic concepts of entrepreneurship. It provides	 Outline the entrepreneurial framework and explore their personality traits. Explain the EDP Training Programmer and



Criterion : I – Curricular Aspects

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Metric

Year

			an idea about the idea	institut	tions.
			generation and the various	• Identify	y the problems of women
			Appraisals.	entrepr	eneur and face the challenges with
			TEAD	Govern	mental support.
				• Analyze	e and formulate a business plan.
				• Assess	the financial institutions and a
				roadma	ap to utilize the various incentives
				scheme	es.
MBA 303	Marketing	Global	This course deals with	• Outline	e the importance research process
	Research		planning relevant data	• Study t	he importance of research and
			collection Analysis and	informa	ation.
			communication of such	Unders	tand the process and methods of
		A	results. It deals with	Data co	ollection.
			monitoring marketing	• Explair	Data presentation interpretation
			performance and improves	and eva	aluation.
			understanding.	• Assess	the application of marketing
			ADUR	researc	ch in different forms.



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



MBA 304	Advertising Management	Local	This course introduces integrated communication – advertising public relations – process and practices.	 To discuss the need for advertisement and current scenario in advertising. To explain the role of advertising agencies. To create advertisement for a product. Assess the various media for advertising. Compile research and advertising effectively.
MBA 305	Sales and Distribution Management	Local	This course introduces the participants to sales and distribution practices. It exposes the participants to the tools and strategies necessary for designing, motivating and evaluating sales and distribution systems.	 Outline the Concept of selling and sales management. Explain the theories on salesmanship and personal selling. Assess the role of personal selling in distribution and promotional strategy. Discuss sales force management and training programmer. Analyze channel of distribution and various distribution systems.



Criterion : I – Curricular Aspects

Metric

Year



MBA 306	Customer Relationship Management	National	This course plans to impart a sound introduction and components involved in CRM.	 Assess the need for and different mode of CRM. Identify various aspects related to CRM. Explain customer relationship Management process. Analyze the implication of CRM. Compile E-CRM with traditional CRM.
MBA 308	Brand Management	Local	This course provides students with insights into how profitable brand strategies can be created and the implications for brand management professionals.	 Revise branding, positioning and connected issues. Compile new product development with branding. Discuss product launch strategies. Analyze the role of brand in Portfolio Management. Explain brand management plan and systems.



Year

Criterion : I – Curricular Aspects



MBA 309	E-Marketing	Global	This course enables the students to learn and master the complete landscape of online marketing and associated channels.	 Explain the evolution of digital marketing. Revise consumer buying behavior and process. Analyze segmentation, Targeting and positioning in digital marketing. Assess digital marketing mix. Discuss relevant issues related to digital marketing.
MBA 311	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	 Create an idea about e-market and its opportunities. Give a frame work of various modes of e-commerce. Emphasize the securities and safety measures for online transactions. Sketch out the mode of purchase and cash payments. Insist on upcoming trends in e-commerce.



Criterion : I – Curricular Aspects

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

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			students.	
MBA 312	Introduction to GUI & Visual Basic	Global	This course aims to introduce the students about graphical user 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.	 Insists on applications of Front end tools Provide knowledge about working with strings. Give views on usage of control statements. Provide information about VB menus. Explain the usage of files and database.
MBA 313	Enterprise Resource Planning	Global	This practical course gives knowledge about the applications of enterprise resource planning in various functions of an organization.	 Frame an outline of ERP and its related technologies. Outline the Manufacturing module of ERP. Explain the finance and production module of ERP.



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



			This course insists on the various technologies such as SAP, e-payment, e-HRM, OLAP.	 Insist on the Frame work and the market of ERP along with its leading. Brief out the ways of ERP implementation and its Process.
MBA 314	Knowledge Management	Global	This course explores the concepts in knowledge database, knowledge architecture and its subsequent implications in business. This course also insists the development of knowledge base in the organization for is better focus on the functions of the organization.	 Introduce the knowledge management components and its benefits. Give an outline of Knowledge Management process and challenges. Emphasize on Industrial environment and its issues. Brief out the anatomy of Knowledge Management. State the critical success factors in Knowledge Management.
MBA 322	Project Financing	National	The course on Project Financing enables the project	• Explore project ideas & assess project identification criteria



Criterion : I – Curricular Aspects

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Metric

Year

			idea conception, project	Design project report and evaluate
			appraisal, and evaluating	financial estimates and projections
			competencies of learners.	Plan appraisal of projects by various
			The course provides	financial institutions
			knowledge on project risk	Compute project evaluation using
			evaluation techniques.	techniques and Analyze project risks
				• Predict sources of raising finance for
				projects
MBA 323	Strategic	Regional	The course inculcates the	Outline SFM model and identify
	Financial	4	strategic approach to	conceptual framework
	management		financial management and	• Explain financial models and apply models
			develops the diagnostic skills	successfully
		A	of learners on valuation of	• Use equity and firm valuation models and
			firm. NDL LIGH	formulate management decisions
				• Apply corporate restructuring methods
			1/1	and strategic cost management techniques
			KADIK	• Plan for financial innovations and asses



Criterion : I – Curricular Aspects

Metric

Year



				ethical financial performance
MBA 324	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	 Outline the concepts of risk in 'Life insurance' and explain the fundamentals of agency law and explain the fundamentals of agency law Explain life insurance plans and identify insurance companies in India
			up the skills of managers to compute insurance premiums and bonuses.	 Compute Premiums and Bonuses for insurance policies Evaluate general insurance Business and its forms Assess other types of general insurance
MBA 325	Management of Financial Institutions and Banks	National	The course offers a comprehensive outlook on the financial institutions and in particular develops the profound knowledge on	 Outline the structure, functions & operations of Indian financial and banking system Explain the role and policy measures of Development Financial Institutions



Criterion : I – Curricular Aspects

Metric

Year



			operations of banks.	 Analyze risk management in FIs and assess the interaction among various risks Discuss NPA management RBI functions and norms Evaluate latest technology in banks in Payment & Settlement system.
MBA 326	Derivatives & Futures	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.	 Identify derivative products and explain risks associates with derivatives Outline the rules and bye-laws for derivatives market Explain the concept of Stock index futures Assess types of interest rate futures Evaluate commodity futures
MBA 331	Total Quality in Human	Regional	This course focuses on imparting knowledge about	• Outline the significance of total quality management and Analyzing role of TQM in



Criterion : I – Curricular Aspects

Metric

Year



	Resource		the role of TQM in HRM. It	HRM.
			also helps to assess the	• Explain customer satisfaction strategy
			various dimensions of	dimension and asses the various TQ HR
			performance to integrate	strategy planning.
			implication plan for	• Demonstrate the continuous improvement
			managing HR.	process dimension.
				• Analyze project dimension and assess
				TQHR projects, planning & Management
				• Assess various dimension of performance
				to integrate implication plan for managing
		L,		HR
MBA 332	Advanced	Regional	This course intends to	• Outline the concepts of IR and explore IR
	industrial	L ¢	explore the industrial	in the public sector
	relations		relations in public sector.	• Explain the concepts of trade union and
			The course aims to equip	collective bargaining
			students with grievance and	• Identify the courses of grievances, conflicts
			conflict resolutions	and to discuss the conflict resolution
			measures.	measures.



Year

Criterion : I – Curricular Aspects



			MA COZ	 To discuss the workers participation in management and to know the level of workers education in India Analyze various legislations relating to social security and the functions of ILO
MBA 333	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.	 outline the principles of training & development Explain the techniques of on the job training Identify the various techniques of the job Analyze the process and intervention of OD Assess the OD strategies and the action research requirements for OD implication
MBA 334	Labor Legislation	National	This course focuses at providing a wide knowledge to students about the various	• Discuss the concept and principles of legislation and the role of Lab our welfare officer



Metric

Year

Criterion : I – Curricular Aspects : 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A : 2015 - 2020



			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 Lab our legislation.	 Explain the various Act relevant to labor legislation Discuss some of the relevant Act in relation with Labor Legislation Create an idea about the acts that are relevant to Laws To identify the provisions in the Industrial disputes Act
MBA 335	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.	 Outline the concepts and components of SHRM Discuss the functional strategies of HRP, Recruitment and selection Demonstrate the linkage between business strategy & training Identify / Analyze the strategic linkage of performance Management compensation & rewards strategy



Criterion : I – Curricular Aspects

Metric

Year



				Assess the strategic contribution of HRM to organizational
MBA 336	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.	 Outline the concepts & Components of career development Analyze the career progression and the baseline for competency management Assess the career paths and talent management Evaluating the changing career dynamic and its impact Discuss the various career development plan
MBA 341	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	 Outline the overview of value engineering and discuss the relation of VE to other operations Identify the different value engineering techniques and assess the decision



Criterion : I – Curricular Aspects

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Metric

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			engineering and reducing		making process
			waste.	•	Discuss the concept of scheduling and
					Analyze the different techniques in
			I EAD	2	scheduling
				•	Assess the different types of training for
					value engineering
				•	Discuss and communicate the value
					engineering at workplace
MBA 342	Materials	Local	The course introd <mark>uc</mark> es	•	Outline the overview of material
	Management		students to the basic		management and Analyze the different
			concepts of material		type of techniques
			management. There will be a		Assess the price trends and identify the
		A	focus on appropriate theory		purchase policies in material management
			and the course will aim to	T	Discuss the different inventory calculation
			provide opportunities for the		techniques and compute EOQ
			practical implementation of	•	Identify the different level of stock and
			the main concept covered.	5	Analyze cost optimization
				•	Explain the concept of storage and



Criterion : I – Curricular Aspects

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Year



				preservation
MBA 343	Advanced Manufacturin g System	Global	The students will have the opportunity to learn advanced manufacturing system being used in the business environment which enables students to make better management decisions.	 This course familiarizing the computer aided designing and manufacturing Identify the flexible manufacturing system and robotics in organization Assess the different type of networking techniques and project budgeting Discuss the concept of capacity utilization and its effect on manufacturing Analyze the need for cost reduction and discuss the different inventory management techniques
MBA 351	Hospital Administratio n –I	Global	This is an introductory course in Hospital Administration with emphasis to cover key activities related to hospital	 Outline the overview of service industry and Analyzing characteristics and challenges Demonstrate the healthcare revolution assess various type of health care



Criterion : I – Curricular Aspects

Metric

Year



			operation.	 organizations Explain the different type of Hospitals and Analyzing role of Hospital in health care Identify the different levels and roles in hospital management Discuss the current issues and best practices in health care
MBA 352	Health Insurance	Global	The course introduces students to the basic concepts of Health Insurance. It involves understanding all aspects of health insurance package and premium schedule.	 Outline the concept of health insurance and discuss the different types of Health insurance in India Assess the demand and supply of health Insurance Compute the health Insurance premium and designing benefit package Identify the provider payment mechanism and comparison of different payments systems Explain the concept of TPA and



Criterion : I – Curricular Aspects

Metric

Year



				communicate the problems faced by hospitals.
MBA 353	Hospital Accounting and Finance	National	This course explains accounting tools and techniques, which can be used to help firms maximizes value improving decision relating to budgeting and costing	Outline the overview of Hospital Accounting and demonstrate the accounting chart for hospitals Explain the concept of fundraising and evaluate fundraising tactics Prepare different types of Budget and compute cost sheet for hospitals Assess the financial performance of hospital and plan (Financial decisions) investment Management Discuss the concept the concept of equity and evaluate the NHA in India context
MBA 401	International Business Management	Global	This course focuses on broad business administration skills. It combines	Explain the need and relevance of International Business. Assess tariff barriers and role of various



Criterion : I – Curricular Aspects

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			International business strategies and culture	 institutions in International Business. Analyze multinational companies and various market entry strategies. Compare globalization and Indian business settings. Discuss issues in International Business.
MBA 403	Rural Marketing	Local	This course familiarizes the students with conceptual understanding of rural marketing and development practices in Indian context.	 Discuss the characteristics of rural market. Analyze the challenges in rural marketing and rural market consumer behavior. Assess rural marketing mix. Explain channel management and communication in rural market. Outline industrial setup in rural market and recent trends.
MBA 404	Marketing of Services	Global	This course of examines the important issues faced by the	• Discuss evolution of service marketing, consumer behavior and segmentation,



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcome



	Γ	[1	
			service providers and the		targeting and positioning.
			successful implementation of	•	Explain product and pricing in service
			a customer focus in service	1	industries.
			based businesses.	$\langle \cdot \rangle$	Analyze promotion and distribution in
					service industries.
				•	Compile the concepts of people, process
					and physical evidences in service
					marketing.
				•	Apply service quality and strategies in
					various industries.
MBA 405	Consumer	Regional	This course applies	•	Explain the need for studying consumer
	Behavior		knowledge from the field of))).	behavior and consumer research.
		A	psychology, sociology,	-	Discuss the role of social factors in
			anthropology and economics	T	consumer behavior.
			to describe and understand	•	Analyze the role of culture in
			how consumers are likely to		understanding consumers.
			behave in many different	•	Outline consumer decision process and
			consumption situations.		models.



Criterion : I – Curricular Aspects

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Year



				• Compile the influence of attitude and belief in consumer behavior.
MBA 406	Retail Marketing Management	Regional	This course develops an in- depth understanding of retail and services management as well as non-store retailing.	 Outline channels of Distribution and evolution of retailing. Discuss trends and opportunities in retailing. Analyze various retail formats Assess the role of Inventory display in retailing. Explain retailing ad a sustainable competitive strategy.
MBA 410	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	 Outline the evolution of database management system. Give a frame work a relational model of DBMS and its data control facilities. Provide knowledge about SQL and its applications.



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and
Course Outcomes (COs) - M.B.A



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			Oracle to make the students to run a business in an effective manner.	 Identify ways of designing database and format models for its applications in business. Emphasis a establishing user system and user object to maintain database security in the organization
MBA 411	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.	 Introduce the browsers and URL in web designing. Enable to know various types of data and inheritance. Framework of various packages and interfaces along with exception banding. Insist on working with windows graphics and texts. Introduce networking and IDBC.
MBA 412	Computer Networks	Global	This course examines the concepts and features of	• Introduce the network types, applications and models



Year

Criterion : I – Curricular Aspects Metric : 1.1.1 – Programme Out



			computer networks in the present scenario. It involves the various types of networking and its impact in the business.	 Outline the path of transmission of various types of signals and error detections and correction Give importance about data communications and channels Analyze the various types of communication networks Provide knowledge about internetwork and wireless network
MBA 420	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 portfolio and Analyze its performance.	 Outline the concept of Investment Management and Securities market Assess the risk and return of individual securities Apply Fundamentals and Technical Analysis to Portfolio Assess the risk and return of Portfolio Use portfolio evaluation techniques



Year

Criterion : I – Curricular Aspects



MBA 422	Management	National	The course focuses on	• Explain the industry framework of
	of Financial		providing knowledge on	financial services and create innovative
	Services		financial services industry.	financial instruments
		R	The course is designed to	• Evaluate leasing & hire purchase
			Analyze the practices of	quantitatively and qualitatively
			different financial services in	• Outline the venture capital firms, credit
			the market.	rating agencies & methodology, and stock
				broking procedures
				• Evaluate mutual fund industry
				Analyze factoring services, depository
				system and International Financial
				Centers
MBA 423	Mergers,	Global	This course hones up the	• Plan for mergers and discuss the strategic
	Acquisitions		dexterity of the managers on	approach to M&A
	and corporate		the strategic approach to	• Formulate corporate restructuring deal
	restructuring		mergers and acquisitions. It	• Evaluate valuation approaches and
			also widens the analytical	methods of financing mergers
			skills of learners on valuation	



Criterion : I – Curricular Aspects

Metric

Year



			of mergers.	 Analyze take over approaches and amendments Apply accounting methods and Analyze Legal and Regulatory Provisions
MBA 431	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.	 Outline the concepts of industrial psychology. Analyze work psychology and career choice and development for executives. Discuss the types of employee counseling and its process. Evaluate the special areas in counseling. Explain the role & functions of employee counselor.
MBA 432	Human Resource	National	This course aims at providing an overview about the	Outline the concepts of HRA.Analyze the various methods of HRA.



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out



	Accounting and Audit		concepts of HRA. This course explores the various methods and instruments of HR Audit.	 Discuss concepts & Components of HR Audit. Explain HRD strategies, style, structure & systems. Evaluate HRD Audit methodology.
MBA 433	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 methodology of consulting.	 Outline the concepts of consulting & its models. Understand the steps in marketing of consulting service. Analyze the tools & methodology of consulting. Assess the strategy of the consulting firms in managing conflicts. Identifying the consultancy assignment & client presentation in managing future consulting opportunities.
MBA 434	Disaster	Global	This course helps the	• Outline an overview of Natural Disaster



Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Out

: 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A



: 2015 - 2020

Year

	Management		students to explore and	Management.
			inculcating skills to manage	• Assess the skill development for disaster
			disaster and crisis.	Management.
			LEAD	• Discuss the steps in project rescue.
				• Analyze the Leader's Role in emotional
				intelligence.
				• Examine the ethics and social
				responsibility.
MBA 435	Human	Global	This course focus <mark>es</mark> at	Outline information about interface
	Resource		enhancing the knowledge on	between HR & IT.
	Information		integration of HR and	• Discuss the logical process modeling.
	System		information technology. It	• Analyze the various issues of HRIs .
		\$	helps the students to	• Asses HRIs & Functional Areas of HR.
			integrate information system	• Evaluate performance and compensating
			with functional areas of HR.	management in organization .
MBA 440	Total Quality	Global	This course is designed with	• Outline the overview of TQM and identify
	Management		an objective to familiarize the	the different components of quality.



Year

Criterion: I - Curricular AspectsMetric: 1.1.1 - Programme Outcome



			students with key aspects of	•	Discuss the role of functional department
			total quality management		in TQM.
			and its application in real	•	Assess and manage the process quality in
			world scenarios.	\mathbb{Z}	the organization.
			V Unito	•	Identify the role and importance of quality
					in customer satisfaction.
				•	Demonstrate the ISO certification
					procedures in the organization.
MBA 441	Production	Regional	The course introd <mark>uc</mark> es	•	Outline the overview of production
	Planning &		students to the basic concept		planning and different control procedures
	Control		of production planning and		in the organization.
			control. The students will).	Discuss the application of routing
			have the opportunity to learn		&scheduling in production planning.
			routing and scheduling being	1	Identify the different type of production
			used in the business		system and control technique.
			environment which enables	•	Assess the different stages of production
			students to make better		control.
			decisions.	•	Discuss different types of computer aided



Criterion : I – Curricular Aspects

Metric

Year



				production planning and computer systems.
MBA 442	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 while taking investment decision.	 Outline the concept of project management and discuss the project feasibility Analysis. Discuss the market Analysis and evaluate social cost Benefit Analysis. Identify the different networking techniques used in project construction. Explain the concept of GERT simulation and its application in project management. Prepare the project organization and project costing.
MBA 450	Hospital Administratio n – II	Global	The course will focus on sharing the latest trends, best practices and procedures in Hospital	 Outline the overview of outpatient services and Trauma care in hospital. Demonstrate the impatient services and functions of OT/ICU in the hospital.



Criterion : I – Curricular Aspects

Metric

Year



			administration.	 Explain the diagnosis procedures in the hospital. Identify the role of engineering service in Hospital. Discuss the various supporting services in Hospital.
MBA 451	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.	 Outline the entrepreneurial framework and explore their personality traits. Explain the EDP Training Programmer and institutions. Identify the problems of women entrepreneur and face the challenges with Governmental support. Analyze and formulate a business plan. Assess the financial institutions and a roadmap to utilize the various incentives schemes.



Criterion : I – Curricular Aspects

Metric

Year

 1.1.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A
 2015 - 2020



MBA 452	Marketing of	Global	The course provides students	•	Outline the concept of service of service
	Hospital		scope, skills and tools of		marketing and identify different service
	Services		marketing. Then the student		mix components for hospital.
		R	will be able to start their		Discuss the procedure for planning and
			marketing careers in the		development of new services in the
			Hospital.		hospital.
				•	Asses the different type of pricing methods
		2		-	and franchise in hospital service.
				•	Identify the promotion and communication
					mix for hospital services.
		5		•	Analyze the role and importance of people,
		(X)			process and physical evidence in hospital
		A			service.
				-	



P