



**Criterion** : II – Teaching-Learning and Evaluation

**Metric** : 2.6.1 – Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) – M.B.A

**Year** : 2015 - 2020



## **FATIMA COLLEGE (AUTONOMOUS), MADURAI – 625018**

**NAME OF THE PROGRAMME: M.B.A**

**PROGRAMME CODE: MBA**

### **PROGRAMME OUTCOMES:**

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
- PO 2:** Demonstrate the awareness on the current scenario of business and enrich the ability to connect their impacts on Global business trends
- PO 3:** Develop the creative and innovative techniques in management of Men, Materials, Money and Man power in an organization along with cross cultural and diversified commonalities
- PO 4:** Summarize the theories and thoughts of leadership, communication, strategic decision making and motivation to make a platform in formulation of crisis management skills
- PO 5:** Synthesize and articulate the team development and group decision making skills along with employee empowerment through strong industrial relations



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### 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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**YEAR: 2019 - 2020**

COURSE CODE	COURSE TITLE	COURSE OUTCOMES
19MBA101	Management Principles and Practice	<p>CO 1: Frame out the functions of management and evaluation of management thought.</p> <p>CO 2: Sketch out the types of organization structure along with delegation of authority and strategy.</p> <p>CO 3: Asses the various types of leadership styles and theories.</p> <p>CO 4: Emphasis on process of communication and its types.</p> <p>CO 5: Focus on the controlling techniques and its application in management.</p>
19MBA102	Management Accounting	<p>CO 1: Outline the overview of management accounting and understand the different types of depreciation.</p> <p>CO 2: Demonstrate the elements of cost and compute break-even print.</p>



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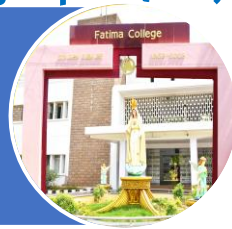
		<p>CO 3: Analyze the managerial application of marginal costing.</p> <p>CO 4: Discuss the significance of ratio Analysis and compute difference type's ratio.</p> <p>CO 5: Assess the requisites for a successful budgetary control system and compute different types of budget</p>
19MBA103	Computer for Managers	<p>CO 1: Discuss the evolution, classification of computers.</p> <p>CO 2: Analyze the applications of MS-Word MS-Excel and PowerPoint.</p> <p>CO 3: Assess the concept of database management system and communication network.</p> <p>CO 4: Outline Enterprise resource planning and its types.</p> <p>CO 5: Evaluate various E-Business models.</p>
19MBA104	Managerial Economics	<p>CO 1: Sketch the fundamental economic concepts.</p> <p>CO 2: Analyze demand and its determinants and to know the economics of scale.</p>



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		<p>CO 3: Assess the pricing methods in various Market structure and to get an idea over the theories of profits.</p> <p>CO 4: Demonstrate the circular flow of National Income and its concept.</p> <p>CO 5: Discuss the phase of Business cycle and Analyze the effects of inflation and deflation.</p>
19MBA105	Organizational Behavior	<p>CO 1: Outline the overview of organizational behavior and understand the different types of perception.</p> <p>CO 2: Demonstrate the concept of personality and discuss the different types of leadership theories.</p> <p>CO 3: Discuss the different type of assess the functions of attitude.</p> <p>CO 4: Analyze the group dynamics and discuss the different type of motivation theories.</p> <p>CO 5: Assess the different stages of conflicts and stress management mechanism in the organization.</p>





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19MBA106	Quantitative Techniques	<p>CO 1: Formulate business problems in matrix form</p> <p>CO 2: Formulate LP model for Business decision making and compute optimal solutions</p> <p>CO 3: Plan optimal decisions for transportation problems</p> <p>CO 4: Design methods to solve assignment problems</p> <p>CO 5: Apply strategies using game theory and Analyze it for optimality criterion</p>
19MBA201	Production & Operations Management	<p>CO 1: Outline the concept of production management and discuss the different types of layout techniques.</p> <p>CO 2: Compute EOQ and assess the inventory classification.</p> <p>CO 3: Evaluate the production scheduling and control mechanism in the organization</p> <p>CO 4: Discuss the techniques of work measurements and assess the work sampling procedures.</p> <p>CO 5: Identify the quality control techniques and emerging trends</p>



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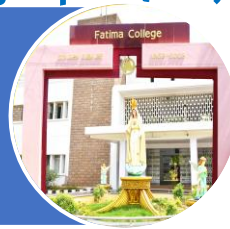
		in production management.
19MBA202	Human Resources Management	<p>CO 1: Outline the concept of HRM &amp; Manpower planning process.</p> <p>CO 2: Analyze the process of performance Appraisal and discuss the various methods of training and development.</p> <p>CO 3: Evaluate the principles of Job evaluation and explain the wage and salary Administration.</p> <p>CO 4: Discuss trade Union and its function and Analyze collective bargaining.</p> <p>CO 5: Identify the cause of grievance and procedure for disciplinary action.</p>
19MBA203	Marketing Management	<p>CO 1: Outline marketing management concept and current trends.</p> <p>CO 2: Assess consumer behavior and identify competitors.</p> <p>CO 3: Analyze product life cycle and strategies relevant to them.</p> <p>CO 4: Discuss pricing and distribution strategies.</p> <p>CO 5: Design and Manage advertising programme</p>



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19MBA204	Financial Management	<p>CO 1: Introduce financial management and preparation of fund flow and cash flow statements.</p> <p>CO 2: Outline the short term financing decisions in an organization.</p> <p>CO 3: Emphasize on long term investment and financial decisions in an organization.</p> <p>CO 4: Enhance the students with determination of dividend decisions and policies in declaration of dividends in an organization.</p> <p>CO 5: Sketch out the concept of taxation and its types.</p>
19MBA205	Management Information System	<p>CO 1: Emphasize on impact and role of MIS in an organization.</p> <p>CO 2: Outline the application of information system in business operations.</p> <p>CO 3: Focus on decision support system in management decisions.</p> <p>CO 4: Highlight the application of strategic Information system in</p>





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		an organization. CO 5: Introduce business analytics and its types.
19MBA206	Business Research	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	COURSE OBJECTIVES
MBA301	Strategic Management	<ul style="list-style-type: none"> <li>• Provide framework on strategic management.</li> <li>• Analyze the environment for suitable strategies.</li> <li>• Explain various strategies that corporate can adapt.</li> <li>• Identify the process of implementing a strategy.</li> </ul>



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		<ul style="list-style-type: none"> <li>Assess the strategic Control process and suggest suitable ways for effective implementation of strategies</li> </ul>
MBA302	Entrepreneur-ship	<ul style="list-style-type: none"> <li>Outline the entrepreneurial framework and explore their personality traits.</li> <li>Explain the EDP Training Programmes and institutions.</li> <li>Identify the problems of women entrepreneur and face the challenges with Governmental support.</li> <li>Analyze and formulate a business plan.</li> <li>Assess the financial institutions and a roadmap to utilize the various incentives schemes.</li> </ul>
MBA303	Marketing Research	<ul style="list-style-type: none"> <li>Outline the importance research process</li> <li>Study the importance of research and information.</li> <li>Understand the process and methods of Data collection.</li> <li>Explain Data presentation interpretation and evaluation.</li> <li>Assess the application of marketing research in different forms.</li> </ul>



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MBA304	Advertising Management	<ul style="list-style-type: none"> <li>• To discuss the need for advertisement and current scenario in advertising.</li> <li>• To explain the role of advertising agencies.</li> <li>• To create advertisement for a product.</li> <li>• Assess the various media for advertising.</li> <li>• Compile research and advertising effectively.</li> </ul>
MBA305	Sales and Distribution Management	<ul style="list-style-type: none"> <li>• Outline the Concept of selling and sales management.</li> <li>• Explain the theories on salesmanship and personal selling.</li> <li>• Assess the role of personal selling in distribution and promotional strategy.</li> <li>• Discuss sales force management and</li> <li>• Analyze channel of distribution and various distribution systems.</li> </ul>
MBA306	Customer Relationship Management	<ul style="list-style-type: none"> <li>• Assess the need for and different mode of CRM.</li> <li>• Identify various aspects related to CRM.</li> <li>• Explain customer relationship Management process.</li> <li>• Analyze the implication of CRM.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Compile E-CRM with traditional CRM.</li> </ul>
MBA308	Brand Management	<ul style="list-style-type: none"> <li>• Revise branding, positioning and connected issues.</li> <li>• Compile new product development with branding.</li> <li>• Discuss product launch strategies.</li> <li>• Analyze the role of brand in Portfolio Management.</li> <li>• Explain brand management plan and systems.</li> </ul>
MBA309	E-Marketing	<ul style="list-style-type: none"> <li>• Explain the evolution of digital marketing.</li> <li>• Revise consumer buying behavior and process.</li> <li>• Analyze segmentation, Targeting and positioning in digital marketing.</li> <li>• Assess digital marketing mix.</li> <li>• Discuss relevant issues related to digital marketing.</li> </ul>
MBA311	E – Commerce	<ul style="list-style-type: none"> <li>• Create an idea about e-market and its opportunities.</li> <li>• Give a frame work of various modes of e-commerce.</li> <li>• Emphasize the securities and safety measures for online transactions.</li> </ul>

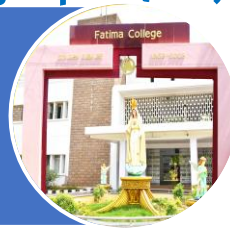




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		<ul style="list-style-type: none"> <li>• Sketch out the mode of purchase and cash payments.</li> <li>• Insists on upcoming trends in e-commerce.</li> </ul>
MBA312	Introduction to GUI & Visual Basic	<ul style="list-style-type: none"> <li>• Insists on applications of Front end tools.</li> <li>• Provide knowledge about working with strings.</li> <li>• Give views on usage of control statements.</li> <li>• Provide information about VB menus.</li> <li>• Explain the usage of files and database.</li> </ul>
MBA313	Enterprise Resource Planning	<ul style="list-style-type: none"> <li>• Frame an outline of ERP and its related technologies.</li> <li>• Outline the Manufacturing module of ERP.</li> <li>• Explain the finance and production module of ERP.</li> <li>• Insist on the Frame work and the market of ERP along with its leading.</li> <li>• Brief out the ways of ERP implementation and its Process.</li> </ul>
MBA314	Knowledge Management	<ul style="list-style-type: none"> <li>• Introduce the knowledge management components and its benefits.</li> <li>• Give an outline of Knowledge Management process and</li> </ul>





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		<p>challenges.</p> <ul style="list-style-type: none"> <li>• Emphasize on Industrial environment and its issues.</li> <li>• Brief out the anatomy of Knowledge Management.</li> <li>• State the critical success factors in Knowledge Management.</li> </ul>
MBA322	Project Financing	<ul style="list-style-type: none"> <li>• Explore project ideas &amp; assess project identification criteria</li> <li>• Design project report and evaluate financial estimates and projections</li> <li>• Plan appraisal of projects by various financial institutions</li> <li>• Compute project evaluation using techniques and Analyze project risks</li> <li>• Predict sources of raising finance for projects</li> </ul>
MBA323	Strategic Financial management	<ul style="list-style-type: none"> <li>• Outline SFM model and identify conceptual framework</li> <li>• Explain financial models and apply models successfully</li> <li>• Use equity and firm valuation models and formulate management decisions</li> <li>• Apply corporate restructuring methods and strategic cost management techniques</li> </ul>



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		<ul style="list-style-type: none"> <li>Plan for financial innovations and assess ethical financial performance</li> </ul>
MBA324	Fundamentals of Insurance Management	<ul style="list-style-type: none"> <li>Outline the concepts of risk in 'Life insurance' and explain the fundamentals of agency law and explain the fundamentals of agency law.</li> <li>Explain life insurance plans and identify insurance companies in India</li> <li>Compute Premiums and Bonuses for insurance policies</li> <li>Evaluate general insurance Business and its forms</li> <li>Assess other types of general insurance</li> </ul>
MBA325	Management of Financial Institutions and Banks	<ul style="list-style-type: none"> <li>Outline the structure, functions &amp; operations of Indian financial and banking system</li> <li>Explain the role and policy measures of Development Financial Institutions</li> <li>Analyze risk management in FIs and assess the interaction among various risks.</li> <li>Discuss NPA management RBI functions and norms.</li> </ul>



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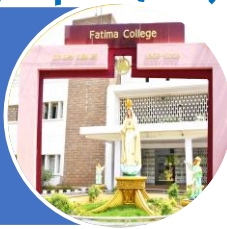
		<ul style="list-style-type: none"> <li>Evaluate latest technology in banks in Payment &amp; Settlement system.</li> </ul>
MBA326	Derivatives & Futures	<ul style="list-style-type: none"> <li>Identify derivative products and explain risks associates with derivatives.</li> <li>Outline the rules and bye-laws for derivatives market.</li> <li>Explain the concept of Stock index futures.</li> <li>Assess types of interest rate futures</li> <li>Evaluate commodity futures</li> </ul>
MBA331	Total Quality in Human Resource	<ul style="list-style-type: none"> <li>Outline the significance of total quality management and Analyzing role of TQM in HRM.</li> <li>Explain customer satisfaction strategy dimension and asses the various TQ HR strategy planning.</li> <li>Demonstrate the continuous improvement process dimension.</li> <li>Analyze project dimension and assess TQHR projects, planning &amp; Management.</li> <li>Assess various dimension of performance to integrate implication plan for managing HR</li> </ul>



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MBA332	Advanced industrial relations	<ul style="list-style-type: none"> <li>• Outline the concepts of IR and explore IR in the public sector</li> <li>• Explain the concepts of trade union and collective bargaining.</li> <li>• Identify the courses of grievances, conflicts and to discuss the conflict resolution measures.</li> <li>• To discuss the workers participation in management and to know the level of workers education in India.</li> <li>• Analyze various legislations relating to social security and the functions of ILO</li> </ul>
MBA333	Training & Development	<ul style="list-style-type: none"> <li>• Outline the principles of training &amp; development.</li> <li>• Explain the techniques of on the job training</li> <li>• Identify the various techniques of the job.</li> <li>• Analyze the process and intervention of OD.</li> <li>• Assess the OD strategies and the action research requirements for OD implication</li> </ul>
MBA334	Labour Legislation	<ul style="list-style-type: none"> <li>• Discuss the concept and principles of legislation and the role of Labour welfare officer.</li> <li>• Explain the various Act relevant to labour legislation .</li> </ul>





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		<ul style="list-style-type: none"> <li>• Discuss some of the relevant Act in relation with Labour Legislation.</li> <li>• Create an idea about the acts that are relevant to Laws.</li> <li>• To identify the provisions in the Industrial disputes Act</li> </ul>
MBA335	Strategic Human Resource Management	<ul style="list-style-type: none"> <li>• Outline the concepts and components of SHRM</li> <li>• Discuss the functional strategies of HRP, Recruitment and selection</li> <li>• Demonstrate the linkage between business strategy &amp; training</li> <li>• Identify / Analyze the strategic linkage of performance Management compensation &amp; rewards strategy.</li> <li>• Assess the strategic contribution of HRM to organizational</li> </ul>
MBA336	Career Management	<ul style="list-style-type: none"> <li>• Outline the concepts &amp; Components of career development.</li> <li>• Analyze the career progression and the baseline for competency management.</li> <li>• Assess the career paths and talent management.</li> <li>• Evaluating the changing career dynamic and its impact .</li> <li>• Discuss the various career development plan</li> </ul>





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MBA341	Value Engineering & Waste Control	<ul style="list-style-type: none"> <li>• Outline the overview of value engineering and discuss the relation of VE to other operations.</li> <li>• Identify the different value engineering techniques and assess the decision making process.</li> <li>• Discuss the concept of scheduling and Analyze the different techniques in scheduling .</li> <li>• Assess the different types of training for value engineering .</li> <li>• Discuss and communicate the value engineering at workplace</li> </ul>
MBA342	Materials Management	<ul style="list-style-type: none"> <li>• Outline the overview of material management and Analyze the different type of techniques</li> <li>• Assess the price trends and identify the purchase policies in material management.</li> <li>• Discuss the different inventory calculation techniques and compute EOQ</li> <li>• Identify the different level of stock and Analyze cost optimization.</li> <li>• Explain the concept of storage and preservation</li> </ul>



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MBA343	Advanced Manufacturing System	<ul style="list-style-type: none"> <li>• This course familiarizing the computer aided designing and manufacturing</li> <li>• Identify the flexible manufacturing system and robotics in organization.</li> <li>• Assess the different type of networking techniques and project budgeting .</li> <li>• Discuss the concept of capacity utilization and its effect on manufacturing.</li> <li>• Analyze the need for cost reduction and discuss the different inventory management techniques</li> </ul>
MBA351	Hospital Administration –I	<ul style="list-style-type: none"> <li>• Outline the overview of service industry and Analyzing characteristics and challenges .</li> <li>• Demonstrate the healthcare revolution assess various type of health care organizations</li> <li>• Explain the different type of Hospitals and Analyzing role of Hospital in health care .</li> <li>• Identify the different levels and roles in hospital management.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Discuss the current issues and best practices in health care</li> </ul>
MBA352	Health Insurance	<ul style="list-style-type: none"> <li>• Outline the concept of health insurance and discuss the different types of Health</li> <li>• Assess the demand and supply of health Insurance .</li> <li>• Compute the health Insurance premium and designing benefit package .</li> <li>• Identify the provider payment mechanism and comparison of different payments systems</li> <li>• Explain the concept of TPA and communicate the problems faced by hospitals.</li> </ul>
MBA353	Hospital Accounting and Finance	<ul style="list-style-type: none"> <li>• Outline the overview of Hospital Accounting and demonstrate the accounting chart for hospitals</li> <li>• Explain the concept of fundraising and evaluate fundraising tactics .</li> <li>• Prepare different types of Budget and compute cost sheet for hospitals .</li> <li>• Assess the financial performance of hospital and plan (Financial</li> </ul>



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		<p>decisions) investment Management</p> <ul style="list-style-type: none"> <li>• CO 5: Discuss the concept the concept of equity and evaluate the NHA in India context</li> </ul>
MBA321	International Financial Management	<ul style="list-style-type: none"> <li>• Brief out the recent changes and global financial market .</li> <li>• Conceptualize the FOREX applications and balance of payments</li> <li>• Give an idea about various types of currency transactions in FOREX market</li> <li>• Insists on party conditions in international finance.</li> <li>• Explain the function of international and European Monetary system</li> </ul>
MBA371	Logistics and Supply Chain Management	<ul style="list-style-type: none"> <li>• Introduce various types of logistics and concepts.</li> <li>• Focus on inventory control and distribution resource planning in an organization</li> <li>• Insist an importance of supply chain management and its global business applications .</li> <li>• Assess the importance of supply chain relationships and conflicts resolution strategies.</li> </ul>





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		<ul style="list-style-type: none"> <li>• Emphasis the role of manager in supply chain along with its values</li> </ul>
MBA372	Import Procedures and Documentation	<ul style="list-style-type: none"> <li>• Outline the overview of service industry and Analyzing characteristics and challenges.</li> <li>• Demonstrate the healthcare revolution assess various type of health care organizations.</li> <li>• Explain the different type of Hospitals and Analyzing role of Hospital in health care .</li> <li>• Identify the different levels and roles in hospital management.</li> <li>• Discuss the current issues and best practices in health care</li> </ul>
MBA401	International Business Management	<ul style="list-style-type: none"> <li>• Explain the need and relevance of International Business.</li> <li>• Assess tariff barriers and role of various institutions in International Business.</li> <li>• Analyze multinational companies and various market entry strategies.</li> <li>• Compare globalization and Indian business settings.</li> <li>• Discuss issues in International Business.</li> </ul>





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MBA403	Rural Marketing	<ul style="list-style-type: none"> <li>• Discuss the characteristics of rural market.</li> <li>• Analyze the challenges in rural marketing and rural market consumer behavior.</li> <li>• Assess rural marketing mix.</li> <li>• Explain channel management and communication in rural market.</li> <li>• Outline industrial setup in rural market and recent trends.</li> </ul>
MBA404	Marketing of Services	<ul style="list-style-type: none"> <li>• Discuss evolution of service marketing, consumer behavior and segmentation, targeting and positioning.</li> <li>• Explain product and pricing in service industries.</li> <li>• Analyze promotion and distribution in service industries.</li> <li>• Compile the concepts of people, process and physical evidences in service marketing.</li> <li>• Apply service quality and strategies in various industries.</li> </ul>
MBA405	Consumer Behavior	<ul style="list-style-type: none"> <li>• Explain the need for studying consumer behavior and consumer research.</li> <li>• Discuss the role of social factors in consumer behavior.</li> </ul>



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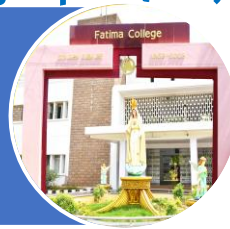
		<ul style="list-style-type: none"> <li>Analyze the role of culture in understanding consumers.</li> <li>Outline consumer decision process and models.</li> <li>Compile the influence of attitude and belief in consumer behavior.</li> </ul>
MBA406	Retail Marketing Management	<ul style="list-style-type: none"> <li>Outline channels of Distribution and evolution of retailing.</li> <li>Discuss trends and opportunities in retailing.</li> <li>Analyze various retail formats</li> <li>Assess the role of Inventory display in retailing.</li> <li>Explain retailing as a sustainable competitive strategy.</li> </ul>
MBA410	Relational Database Management System & Oracle	<ul style="list-style-type: none"> <li>Outline the evolution of database management system.</li> <li>Give a framework of a relational model of DBMS and its data control facilities.</li> <li>Provide knowledge about SQL and its applications.</li> <li>Identify ways of designing database and format models for its applications in business.</li> <li>Emphasize establishing user system and user object to maintain database security in the organization</li> </ul>



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MBA411	Internet & Java Programming	<ul style="list-style-type: none"> <li>• Introduce the browsers and URL in web designing.</li> <li>• Enable to know various types of data and inheritance.</li> <li>• Framework of various packages and interfaces along with exception banding.</li> <li>• Insist on working with windows graphics and texts.</li> <li>• Introduce networking and IDBC.</li> </ul>
MBA412	Computer Networks	<ul style="list-style-type: none"> <li>• Introduce the network types, applications and models</li> <li>• Outline the path of transmission of various types of signals and error detections and correction</li> <li>• Give importance about data communications and channels</li> <li>• Analyze the various types of communication networks</li> <li>• Provide knowledge about internetwork and wireless network</li> </ul>
MBA420	Security Analysis and Port folio Management	<ul style="list-style-type: none"> <li>• Outline the concept of Investment Management and Securities market</li> <li>• Assess the risk and return of individual securities.</li> <li>• Apply Fundamentals and Technical Analysis to Portfolio</li> <li>• Assess the risk and return of Portfolio</li> </ul>



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		<ul style="list-style-type: none"> <li>• Use portfolio evaluation techniques</li> </ul>
MBA 422	Management of Financial Services	<ul style="list-style-type: none"> <li>• Explain the industry framework of financial services and create innovative financial instruments</li> <li>• Evaluate leasing &amp; hire purchase quantitatively and qualitatively</li> <li>• Outline the venture capital firms, credit rating agencies &amp; methodology, and stock broking procedures</li> <li>• Evaluate mutual fund industry</li> <li>• Analyze factoring services, depository system and International Financial Centers</li> </ul>
MBA423	Mergers, Acquisitions and corporate restructuring	<ul style="list-style-type: none"> <li>• Plan for mergers and discuss the strategic approach to M&amp;A</li> <li>• Formulate corporate restructuring deal</li> <li>• Evaluate valuation approaches and methods of financing mergers</li> <li>• Analyze take over approaches and amendments</li> <li>• Apply accounting methods and Analyze Legal and Regulatory Provisions</li> </ul>





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MBA431	Industrial Psychology & Counseling	<ul style="list-style-type: none"> <li>• Outline the concepts of industrial psychology.</li> <li>• Analyze work psychology and career choice and development for executives.</li> <li>• Discuss the types of employee counseling and its process.</li> <li>• Evaluate the special areas in counseling.</li> <li>• Explain the role &amp; functions of employee counselor.</li> </ul>
MBA432	Human Resource Accounting and Audit	<ul style="list-style-type: none"> <li>• Outline the concepts of HRA.</li> <li>• Analyze the various methods of HRA.</li> <li>• Discuss concepts &amp; Components of HR Audit.</li> <li>• Explain HRD strategies, style, structure &amp; systems.</li> <li>• Evaluate HRD Audit methodology.</li> </ul>
MBA433	Management consultancy	<ul style="list-style-type: none"> <li>• Outline the concepts of consulting &amp; its models.</li> <li>• Understand the steps in marketing of consulting service.</li> <li>• Analyze the tools &amp; methodology of consulting.</li> <li>• Assess the strategy of the consulting firms in managing conflicts.</li> <li>• Identifying the consultancy assignment &amp; client presentation in</li> </ul>



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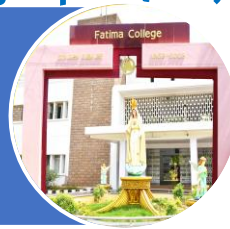
		managing future consulting opportunities.
MBA434	Disaster Management	<ul style="list-style-type: none"> <li>• Outline an overview of Natural Disaster Management.</li> <li>• Assess the skill development for disaster Management.</li> <li>• Discuss the steps in project rescue.</li> <li>• Analyze the Leader's Role in emotional intelligence.</li> <li>• Examine the ethics and social responsibility.</li> </ul>
MBA435	Human Resource Information System	<ul style="list-style-type: none"> <li>• Outline information about interface between HR &amp; IT.</li> <li>• Discuss the logical process modeling.</li> <li>• Analyze the various issues of HRIs .</li> <li>• Asses HRIs &amp; Functional Areas of HR.</li> <li>• Evaluate performance and compensating management in organization .</li> </ul>
MBA440	Total Quality Management	<ul style="list-style-type: none"> <li>• Outline the overview of TQM and identify the different components of quality.</li> <li>• Discuss the role of functional department in TQM.</li> <li>• Assess and manage the process quality in the organization.</li> </ul>



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		<ul style="list-style-type: none"> <li>Identify the role and importance of quality in customer satisfaction.</li> <li>Demonstrate the ISO certification procedures in the organization.</li> </ul>
MBA441	Production Planning & Control	<ul style="list-style-type: none"> <li>Outline the overview of production planning and different control procedures in the organization.</li> <li>Discuss the application of routing &amp; scheduling in production planning.</li> <li>Identify the different type of production system and control technique.</li> <li>Assess the different stages of production control.</li> <li>Discuss different types of computer aided production planning and computer systems.</li> </ul>
MBA442	Project Management	<ul style="list-style-type: none"> <li>Outline the concept of project management and discuss the project feasibility Analysis.</li> <li>Discuss the market Analysis and evaluate social cost Benefit Analysis.</li> </ul>



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		<ul style="list-style-type: none"> <li>Identify the different networking techniques used in project construction.</li> <li>Explain the concept of GERT simulation and its application in project management.</li> <li>Prepare the project organization and project costing.</li> </ul>
MBA450	Hospital Administration – II	<ul style="list-style-type: none"> <li>Outline the overview of outpatient services and Trauma care in hospital.</li> <li>Demonstrate the impatient services and functions of OT/ICU in the hospital.</li> <li>Explain the diagnosis procedures in the hospital.</li> <li>Identify the role of engineering service in Hospital.</li> <li>Discuss the various supporting services in Hospital.</li> </ul>
MBA451	Quality Management in Hospital	<ul style="list-style-type: none"> <li>Outline the entrepreneurial framework and explore their personality traits.</li> <li>Explain the EDP Training Programmes and institutions.</li> <li>Identify the problems of women entrepreneur and face the challenges with Governmental support.</li> </ul>





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		<ul style="list-style-type: none"> <li>Analyze and formulate a business plan.</li> <li>Assess the financial institutions and a roadmap to utilize the various incentives schemes.</li> </ul>
MBA452	Marketing of Hospital Services	<ul style="list-style-type: none"> <li>Outline the concept of service of service marketing and identify different service mix components for hospital.</li> <li>Discuss the procedure for planning and development of new services in the hospital.</li> <li>Asses the different type of pricing methods and franchise in hospital service.</li> <li>Identify the promotion and communication mix for hospital services.</li> <li>Analyze the role and importance of people, process and physical evidence in hospital service.</li> </ul>
MBA402	International Marketing	<ul style="list-style-type: none"> <li>Explain foreign trade and plan for international market entry decisions</li> <li>Formulate product mix decisions</li> <li>Plan Pricing mix decisions</li> </ul>



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		<ul style="list-style-type: none"> <li>Analyze Distribution strategies</li> <li>Evaluate promotion strategies and predict control aspects</li> </ul>
MBA421	Export Finance & Documentation	<ul style="list-style-type: none"> <li>Explain foreign trade formalities, payments and practical problems faced</li> <li>Analyze financing foreign trade and financing schemes</li> <li>Create shipping documents in foreign trade</li> <li>Apply Foreign exchange theories</li> <li>Evaluate Trade control policies and Promotional measures</li> </ul>
MBA430	International Human Resource Management	<ul style="list-style-type: none"> <li>Formulate approaches to IHRM and identify role of HRM in international firms.</li> <li>Demonstrate different cultures and its values.</li> <li>Plan recruitment &amp; selection practices in MNCs and design T&amp;D components.</li> <li>Apply performance appraisal and compare approaches to Compensation Management.</li> <li>Assess comparative practices of Industrial relations internationally.</li> </ul>



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## 2018 - 2019

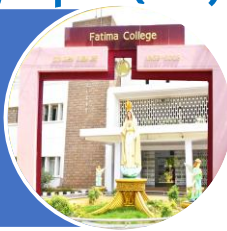
COURSE CODE	COURSE TITLE	COURSE OBJECTIVES
MBA 101	Management Principles and Practice	<ul style="list-style-type: none"> <li>• Frame out the functions of management and evaluation of management thought.</li> <li>• Sketch out the types of organization structure along with delegation of authority and strategy.</li> <li>• Assess the various types of leadership styles and theories.</li> <li>• Emphasis on process of communication and its types.</li> <li>• Focus on the controlling techniques and its application in management.</li> </ul>
MBA 102	Management Accounting	<ul style="list-style-type: none"> <li>• Outline the overview of management accounting and understand the different types of depreciation.</li> <li>• Demonstrate the elements of cost and compute break-even point.</li> <li>• Analyze the managerial application of marginal costing.</li> <li>• Discuss the significance of ratio Analysis and compute difference type's ratio.</li> </ul>



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		<ul style="list-style-type: none"> <li>Assess the requisites for a successful budgetary control system and compute different types of budget</li> </ul>
MBA 103	Computer for Managers	<ul style="list-style-type: none"> <li>Discuss the evolution, classification of computers.</li> <li>Analyze the applications of MS-Word MS-Excel and PowerPoint.</li> <li>Assess the concept of database management system and communication network.</li> <li>Outline Enterprise resource planning and its types.</li> <li>Evaluate various E-Business models.</li> </ul>
MBA 104	Managerial Economics	<ul style="list-style-type: none"> <li>Sketch the fundamental economic concepts.</li> <li>Analyze demand and its determinants and to know the economics of scale.</li> <li>Assess the pricing methods in various Market structure and to get an idea over the theories of profits.</li> <li>Demonstrate the circular flow of National Income and its concept.</li> <li>Discuss the phase of Business cycle and Analyze the effects of inflation and deflation.</li> </ul>





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MBA 105	Organizational Behavior	<ul style="list-style-type: none"> <li>• Outline the overview of organizational behavior and understand the different types of perception.</li> <li>• Demonstrate the concept of personality and discuss the different types leadership theories.</li> <li>• Discuss the different type of assess the functions of attitude.</li> <li>• Analyze the group dynamics and discuss the different type of motivation theories.</li> <li>• Assess the different stages of conflicts and stress management mechanism in the organization.</li> </ul>
MBA 106	Quantitative Techniques	<ul style="list-style-type: none"> <li>• Formulate business problems in matrix form</li> <li>• Formulate LP model for Business decision making and compute optimal solutions</li> <li>• Plan optimal decisions for transportation problems</li> <li>• Design methods to solve assignment problems</li> <li>• Apply strategies using game theory and Analyze it for optimality criterion</li> </ul>



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MBA 201	Production & Operations Management	<ul style="list-style-type: none"> <li>• Outline the concept of production management and discuss the different types of layout techniques.</li> <li>• Compute EOQ and assess the inventory classification.</li> <li>• Evaluate the production scheduling and control mechanism in the organization</li> <li>• Discuss the techniques of work measurements and asses the work sampling procedures.</li> <li>• Identify the quality control techniques and emerging trends in production management.</li> </ul>
MBA 202	Human Resources Management	<ul style="list-style-type: none"> <li>• Outline the concept of HRM &amp; Manpower planning process.</li> <li>• Analyze the process of performance Appraisal and discuss the various methods of training and development.</li> <li>• Evaluate the principles of Job evaluation and explain the wage and salary Administration.</li> <li>• Discuss trade Union and its function and Analyze collective bargaining.</li> <li>• Identify the cause of grievance and procedure for disciplinary</li> </ul>



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MBA 203	Marketing Management	<ul style="list-style-type: none"> <li>• Outline marketing management concept and current trends.</li> <li>• Assess consumer behavior and identify competitors.</li> <li>• Analyze product life cycle and strategies relevant to them.</li> <li>• Discuss pricing and distribution strategies.</li> <li>• Design and Manage advertising programme</li> </ul>
MBA 204	Financial Management	<ul style="list-style-type: none"> <li>• Introduce financial management and preparation of fund flow and cash flow statements.</li> <li>• Outline the short term financing decisions in an organization.</li> <li>• Emphasize on long term investment and financial decisions in an organization.</li> <li>• Enhance the students with determination of dividend decisions and policies in declaration of dividends in an organization.</li> <li>• Sketch out the concept of taxation and its types.</li> </ul>
MBA 205	Management Information System	<ul style="list-style-type: none"> <li>• Emphasize on impact and role of MIS in an organization.</li> <li>• Outline the application of information system in business</li> </ul>



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		<p>operations.</p> <ul style="list-style-type: none"> <li>• Focus on decision support system in management decisions.</li> <li>• Highlight the application of strategic Information system in an organization.</li> <li>• Introduce business analytics and its types.</li> </ul>
MBA 206	Business Research	<ul style="list-style-type: none"> <li>• Outline research types and process</li> <li>• Apply suitable sampling methods and techniques for research study</li> <li>• Use effective data collection methods</li> <li>• Apply appropriate Statistical tools and Analyze the results</li> <li>• Evaluate the research results and Create research report</li> </ul>
MBA 301	Strategic Management	<ul style="list-style-type: none"> <li>• Provide framework on strategic management.</li> <li>• Analyze the environment for suitable strategies.</li> <li>• Explain various strategies that corporate can adapt.</li> <li>• Identify the process of implementing a strategy</li> <li>• Assess the strategic Control process and suggest suitable ways for effective implementation of strategies</li> </ul>





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MBA 302	Entrepreneur-ship	<ul style="list-style-type: none"> <li>• Outline the entrepreneurial framework and explore their personality traits.</li> <li>• Explain the EDP Training Programmes and institutions.</li> <li>• Identify the problems of women entrepreneur and face the challenges with Governmental support.</li> <li>• Analyze and formulate a business plan.</li> <li>• Assess the financial institutions and a roadmap to utilize the various incentives schemes.</li> </ul>
MBA 303	Marketing Research	<ul style="list-style-type: none"> <li>• Outline the importance research process</li> <li>• Study the importance of research and information.</li> <li>• Understand the process and methods of Data collection.</li> <li>• Explain Data presentation interpretation and evaluation.</li> <li>• Assess the application of marketing research in different forms.</li> </ul>
MBA 304	Advertising Management	<ul style="list-style-type: none"> <li>• To discuss the need for advertisement and current scenario in advertising.</li> <li>• To explain the role of advertising agencies.</li> <li>• To create advertisement for a product.</li> </ul>



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		<ul style="list-style-type: none"> <li>Assess the various media for advertising.</li> <li>Compile research and advertising effectively.</li> </ul>
MBA 305	Sales and Distribution Management	<ul style="list-style-type: none"> <li>Outline the Concept of selling and sales management.</li> <li>Explain the theories on salesmanship and personal selling.</li> <li>Assess the role of personal selling in distribution and promotional strategy.</li> <li>Discuss sales force management and training programme.</li> <li>Analyze channel of distribution and various distribution systems.</li> </ul>
MBA 306	Customer Relationship Management	<ul style="list-style-type: none"> <li>Assess the need for and different mode of CRM.</li> <li>Identify various aspects related to CRM.</li> <li>Explain customer relationship Management process.</li> <li>Analyze the implication of CRM.</li> <li>Compile E-CRM with traditional CRM.</li> </ul>
MBA 308	Brand Management	<ul style="list-style-type: none"> <li>Revise branding, positioning and connected issues.</li> <li>Compile new product development with branding.</li> <li>Discuss product launch strategies.</li> </ul>



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		<ul style="list-style-type: none"> <li>Analyze the role of brand in Portfolio Management.</li> <li>Explain brand management plan and systems.</li> </ul>
MBA 309	E-Marketing	<ul style="list-style-type: none"> <li>Explain the evolution of digital marketing.</li> <li>Revise consumer buying behavior and process.</li> <li>Analyze segmentation, Targeting and positioning in digital marketing.</li> <li>Assess digital marketing mix.</li> <li>Discuss relevant issues related to digital marketing.</li> </ul>
MBA 311	E – Commerce	<ul style="list-style-type: none"> <li>Create an idea about e-market and its opportunities.</li> <li>Give a frame work of various modes of e-commerce.</li> <li>Emphasize the securities and safety measures for online transactions.</li> <li>Sketch out the mode of purchase and cash payments.</li> <li>Insists on upcoming trends in e-commerce.</li> </ul>
MBA 312	Introduction to GUI & Visual Basic	<ul style="list-style-type: none"> <li>Insists on applications of Front end tools</li> <li>Provide knowledge about working with strings.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Give views on usage of control statements.</li> <li>• Provide information about VB menus.</li> <li>• Explain the usage of files and database.</li> </ul>
MBA 313	Enterprise Resource Planning	<ul style="list-style-type: none"> <li>• Frame an outline of ERP and its related technologies.</li> <li>• Outline the Manufacturing module of ERP.</li> <li>• Explain the finance and production module of ERP.</li> <li>• Insist on the Frame work and the market of ERP along with its leading.</li> <li>• Brief out the ways of ERP implementation and its Process.</li> </ul>
MBA 314	Knowledge Management	<ul style="list-style-type: none"> <li>• Introduce the knowledge management components and its benefits.</li> <li>• Give an outline of Knowledge Management process and challenges.</li> <li>• Emphasize on Industrial environment and its issues.</li> <li>• Brief out the anatomy of Knowledge Management.</li> <li>• State the critical success factors in Knowledge Management.</li> </ul>
MBA 322	Project Financing	<ul style="list-style-type: none"> <li>• Explore project ideas &amp; assess project identification criteria</li> <li>• Design project report and evaluate financial estimates and</li> </ul>





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		<p>projections</p> <ul style="list-style-type: none"> <li>• Plan appraisal of projects by various financial institutions</li> <li>• Compute project evaluation using techniques and Analyze project risks</li> <li>• Predict sources of raising finance for projects</li> </ul>
MBA 323	Strategic Financial management	<ul style="list-style-type: none"> <li>• Outline SFM model and identify conceptual framework</li> <li>• Explain financial models and apply models successfully</li> <li>• Use equity and firm valuation models and formulate management decisions</li> <li>• Apply corporate restructuring methods and strategic cost management techniques</li> <li>• Plan for financial innovations and asses ethical financial performance</li> </ul>
MBA 324	Fundamentals of Insurance Management	<ul style="list-style-type: none"> <li>• Outline the concepts of risk in 'Life insurance' and explain the fundamentals of agency law and explain the fundamentals of agency law.</li> <li>• Explain life insurance plans and identify insurance companies in</li> </ul>



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		<p>India</p> <ul style="list-style-type: none"> <li>• Compute Premiums and Bonuses for insurance policies</li> <li>• Evaluate general insurance Business and its forms</li> <li>• Assess other types of general insurance</li> </ul>
MBA 325	Management of Financial Institutions and Banks	<ul style="list-style-type: none"> <li>• Outline the structure, functions &amp; operations of Indian financial and banking system</li> <li>• Explain the role and policy measures of Development Financial Institutions</li> <li>• Analyze risk management in FIs and assess the interaction among various risks</li> <li>• Discuss NPA management RBI functions and norms</li> <li>• Evaluate latest technology in banks in Payment &amp; Settlement system.</li> </ul>
MBA 326	Derivatives & Futures	<ul style="list-style-type: none"> <li>• Identify derivative products and explain risks associates with derivatives</li> <li>• Outline the rules and bye-laws for derivatives market</li> <li>• Explain the concept of Stock index futures</li> </ul>



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		<ul style="list-style-type: none"> <li>Assess types of interest rate futures</li> <li>Evaluate commodity futures</li> </ul>
MBA 331	Total Quality in Human Resource	<ul style="list-style-type: none"> <li>Outline the significance of total quality management and Analyzing role of TQM in HRM.</li> <li>Explain customer satisfaction strategy dimension and assess the various TQ HR strategy planning.</li> <li>Demonstrate the continuous improvement process dimension.</li> <li>Analyze project dimension and assess TQHR projects, planning &amp; Management</li> <li>Assess various dimension of performance to integrate implication plan for managing HR</li> </ul>
MBA 332	Advanced industrial relations	<ul style="list-style-type: none"> <li>Outline the concepts of IR and explore IR in the public sector</li> <li>Explain the concepts of trade union and collective bargaining</li> <li>Identify the courses of grievances, conflicts and to discuss the conflict resolution measures.</li> <li>To discuss the workers participation in management and to know the level of workers education in India</li> </ul>



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		<ul style="list-style-type: none"> <li>Analyze various legislations relating to social security and the functions of ILO</li> </ul>
MBA 333	Training & Development	<ul style="list-style-type: none"> <li>outline the principles of training &amp; development</li> <li>Explain the techniques of on the job training</li> <li>Identify the various techniques of the job</li> <li>Analyze the process and intervention of OD</li> <li>Assess the OD strategies and the action research requirements for OD implication</li> </ul>
MBA 334	Labour Legislation	<ul style="list-style-type: none"> <li>Discuss the concept and principles of legislation and the role of Labour welfare officer</li> <li>Explain the various Act relevant to labour legislation</li> <li>Discuss some of the relevant Act in relation with Labour Legislation</li> <li>Create an idea about the acts that are relevant to Laws</li> <li>To identify the provisions in the Industrial disputes Act</li> </ul>
MBA 335	Strategic Human Resource Management	<ul style="list-style-type: none"> <li>Outline the concepts and components of SHRM</li> <li>Discuss the functional strategies of HRP, Recruitment and selection</li> </ul>





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		<ul style="list-style-type: none"> <li>• Demonstrate the linkage between business strategy &amp; training</li> <li>• Identify / Analyze the strategic linkage of performance Management compensation &amp; rewards strategy</li> <li>• Assess the strategic contribution of HRM to organizational</li> </ul>
MBA 336	Career Management	<ul style="list-style-type: none"> <li>• Outline the concepts &amp; Components of career development</li> <li>• Analyze the career progression and the baseline for competency management</li> <li>• Assess the career paths and talent management</li> <li>• Evaluating the changing career dynamic and its impact</li> <li>• Discuss the various career development plan</li> </ul>
MBA 341	Value Engineering & Waste Control	<ul style="list-style-type: none"> <li>• Outline the overview of value engineering and discuss the relation of VE to other operations</li> <li>• Identify the different value engineering techniques and assess the decision making process</li> <li>• Discuss the concept of scheduling and Analyze the different techniques in scheduling</li> <li>• Assess the different types of training for value engineering</li> </ul>



**Criterion** : II – Teaching-Learning and Evaluation

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**Year** : 2015 - 2020



		<ul style="list-style-type: none"> <li>Discuss and communicate the value engineering at workplace</li> </ul>
MBA 342	Materials Management	<ul style="list-style-type: none"> <li>Outline the overview of material management and Analyze the different type of techniques</li> <li>Assess the price trends and identify the purchase policies in material management</li> <li>Discuss the different inventory calculation techniques and compute EOQ</li> <li>Identify the different level of stock and Analyze cost optimization</li> <li>Explain the concept of storage and preservation</li> </ul>
MBA 343	Advanced Manufacturing System	<ul style="list-style-type: none"> <li>This course familiarizing the computer aided designing and manufacturing</li> <li>Identify the flexible manufacturing system and robotics in organization</li> <li>Assess the different type of networking techniques and project budgeting</li> <li>Discuss the concept of capacity utilization and its effect on manufacturing</li> </ul>



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		<ul style="list-style-type: none"> <li>Analyze the need for cost reduction and discuss the different inventory management techniques</li> </ul>
MBA 351	Hospital Administration –I	<ul style="list-style-type: none"> <li>Outline the overview of service industry and analyzing characteristics and challenges</li> <li>Demonstrate the healthcare revolution assess various type of health care organizations</li> <li>Explain the different type of Hospitals and analyzing role of Hospital in health care</li> <li>Identify the different levels and roles in hospital management</li> <li>Discuss the current issues and best practices in health care</li> </ul>
MBA 352	Health Insurance	<ul style="list-style-type: none"> <li>Outline the concept of health insurance and discuss the different types of Health insurance in India</li> <li>Assess the demand and supply of health Insurance</li> <li>Compute the health Insurance premium and designing benefit package</li> <li>Identify the provider payment mechanism and comparison of different payments systems</li> </ul>



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		<ul style="list-style-type: none"> <li>• Explain the concept of TPA and communicate the problems faced by hospitals.</li> </ul>
MBA 353	Hospital Accounting and Finance	<ul style="list-style-type: none"> <li>• Outline the overview of Hospital Accounting and demonstrate the accounting chart for hospitals</li> <li>• Explain the concept of fundraising and evaluate fundraising tactics</li> <li>• Prepare different types of Budget and compute cost sheet for hospitals</li> <li>• Assess the financial performance of hospital and plan (Financial decisions) investment Management</li> <li>• Discuss the concept the concept of equity and evaluate the NHA in India context</li> </ul>
MBA 321	International Financial Management	<ul style="list-style-type: none"> <li>• Brief out the recent changes and global financial market</li> <li>• Conceptualize the fore applications and balance of payments</li> <li>• Give an idea about various types of currency transactions in fore market</li> <li>• Insists on party conditions in international finance</li> <li>• Explain the function of international and European Monetary</li> </ul>





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		system
MBA 371	Logistics and Supply Chain Management	<ul style="list-style-type: none"> <li>• Introduce various types of logistics and concepts.</li> <li>• Focus on inventory control and distribution resource planning in an organization.</li> <li>• Insist an importance of supply chain management and its global business applications</li> <li>• Assess the importance of supply chain relationships and conflicts resolution strategies</li> <li>• Emphasis the role of manager in supply chain along with its values</li> </ul>
MBA 372	Import Procedures and Documentation	<ul style="list-style-type: none"> <li>• Outline the overview of service industry and analyzing characteristics and challenges</li> <li>• Demonstrate the healthcare revolution assess various type of health care organizations</li> <li>• Explain the different type of Hospitals and analyzing role of Hospital in health care</li> <li>• Identify the different levels and roles in hospital management</li> <li>• Discuss the current issues and best practices in health care</li> </ul>



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MBA 401	International Business Management	<ul style="list-style-type: none"> <li>• Explain the need and relevance of International Business.</li> <li>• Assess tariff barriers and role of various institutions in International Business.</li> <li>• Analyze multinational companies and various market entry strategies.</li> <li>• Compare globalization and Indian business settings.</li> <li>• Discuss issues in International Business.</li> </ul>
MBA 403	Rural Marketing	<ul style="list-style-type: none"> <li>• Discuss the characteristics of rural market.</li> <li>• Analyze the challenges in rural marketing and rural market consumer behavior.</li> <li>• Assess rural marketing mix.</li> <li>• Explain channel management and communication in rural market.</li> <li>• Outline industrial setup in rural market and recent trends.</li> </ul>
MBA 404	Marketing of Services	<ul style="list-style-type: none"> <li>• Discuss evolution of service marketing, consumer behavior and segmentation, targeting and positioning.</li> <li>• Explain product and pricing in service industries.</li> <li>• Analyze promotion and distribution in service industries.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Compile the concepts of people, process and physical evidences in service marketing.</li> <li>• Apply service quality and strategies in various industries.</li> </ul>
MBA 405	Consumer Behavior	<ul style="list-style-type: none"> <li>• Explain the need for studying consumer behavior and consumer research.</li> <li>• Discuss the role of social factors in consumer behavior.</li> <li>• Analyze the role of culture in understanding consumers.</li> <li>• Outline consumer decision process and models.</li> <li>• Compile the influence of attitude and belief in consumer behavior.</li> </ul>
MBA 406	Retail Marketing Management	<ul style="list-style-type: none"> <li>• Outline channels of Distribution and evolution of retailing.</li> <li>• Discuss trends and opportunities in retailing.</li> <li>• Analyze various retail formats</li> <li>• Assess the role of Inventory display in retailing.</li> <li>• Explain retailing ad a sustainable competitive strategy.</li> </ul>
MBA 410	Relational Database Management System &	<ul style="list-style-type: none"> <li>• Outline the evolution of database management system.</li> <li>• Give a frame work a relational model of DBMS and its data control</li> </ul>



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	Oracle	<p>facilities.</p> <ul style="list-style-type: none"> <li>• Provide knowledge about SQL and its applications.</li> <li>• Identify ways of designing database and format models for its applications in business.</li> <li>• Emphasis a establishing user system and user object to maintain database security in the organization</li> </ul>
MBA 411	Internet & Java Programming	<ul style="list-style-type: none"> <li>• Introduce the browsers and URL in web designing.</li> <li>• Enable to know various types of data and inheritance.</li> <li>• Framework of various packages and interfaces along with exception banding.</li> <li>• Insist on working with windows graphics and texts.</li> <li>• Introduce networking and IDBC.</li> </ul>
MBA 412	Computer Networks	<ul style="list-style-type: none"> <li>• Introduce the network types, applications and models</li> <li>• Outline the path of transmission of various types of signals and error detections and correction</li> <li>• Give importance about data communications and channels</li> <li>• Analyze the various types of communication networks</li> </ul>





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		<ul style="list-style-type: none"> <li>• Provide knowledge about internetwork and wireless network</li> </ul>
MBA 420	Security Analysis and Portfolio Management	<ul style="list-style-type: none"> <li>• Outline the concept of Investment Management and Securities market</li> <li>• Assess the risk and return of individual securities</li> <li>• Apply Fundamentals and Technical Analysis to Portfolio</li> <li>• Assess the risk and return of Portfolio</li> <li>• Use portfolio evaluation techniques</li> </ul>
MBA 422	Management of Financial Services	<ul style="list-style-type: none"> <li>• Explain the industry framework of financial services and create innovative financial instruments</li> <li>• Evaluate leasing &amp; hire purchase quantitatively and qualitatively</li> <li>• Outline the venture capital firms, credit rating agencies &amp; methodology, and stock broking procedures</li> <li>• Evaluate mutual fund industry</li> <li>• Analyze factoring services, depository system and International Financial Centers</li> </ul>
MBA 423	Mergers, Acquisitions and	<ul style="list-style-type: none"> <li>• Plan for mergers and discuss the strategic approach to M&amp;A</li> </ul>



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	corporate restructuring	<ul style="list-style-type: none"> <li>• Formulate corporate restructuring deal</li> <li>• Evaluate valuation approaches and methods of financing mergers</li> <li>• Analyze take over approaches and amendments</li> <li>• Apply accounting methods and Analyze Legal and Regulatory Provisions</li> </ul>
MBA 431	Industrial Psychology & Counseling	<ul style="list-style-type: none"> <li>• Outline the concepts of industrial psychology.</li> <li>• Analyze work psychology and career choice and development for executives.</li> <li>• Discuss the types of employee counseling and its process.</li> <li>• Evaluate the special areas in counseling.</li> <li>• Explain the role &amp; functions of employee counselor.</li> </ul>
MBA 432	Human Resource Accounting and Audit	<ul style="list-style-type: none"> <li>• Outline the concepts of HRA.</li> <li>• Analyze the various methods of HRA.</li> <li>• Discuss concepts &amp; Components of HR Audit.</li> <li>• Explain HRD strategies, style, structure &amp; systems.</li> <li>• Evaluate HRD Audit methodology.</li> </ul>



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MBA 433	Management consultancy	<ul style="list-style-type: none"> <li>• Outline the concepts of consulting &amp; its models.</li> <li>• Understand the steps in marketing of consulting service.</li> <li>• Analyze the tools &amp; methodology of consulting.</li> <li>• Assess the strategy of the consulting firms in managing conflicts.</li> <li>• Identifying the consultancy assignment &amp; client presentation in managing future consulting opportunities.</li> </ul>
MBA 434	Disaster Management	<ul style="list-style-type: none"> <li>• Outline an overview of Natural Disaster Management.</li> <li>• Assess the skill development for disaster Management.</li> <li>• Discuss the steps in project rescue.</li> <li>• Analyze the Leader's Role in emotional intelligence.</li> <li>• Examine the ethics and social responsibility.</li> </ul>
MBA 435	Human Resource Information System	<ul style="list-style-type: none"> <li>• Outline information about interface between HR &amp; IT.</li> <li>• Discuss the logical process modeling.</li> <li>• Analyze the various issues of HRIs .</li> <li>• Asses HRIs &amp; Functional Areas of HR.</li> <li>• Evaluate performance and compensating management in</li> </ul>



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		organization .
MBA 440	Total Quality Management	<ul style="list-style-type: none"> <li>• Outline the overview of TQM and identify the different components of quality.</li> <li>• Discuss the role of functional department in TQM.</li> <li>• Assess and manage the process quality in the organization.</li> <li>• Identify the role and importance of quality in customer satisfaction.</li> <li>• Demonstrate the ISO certification procedures in the organization.</li> </ul>
MBA 441	Production Planning &Control	<ul style="list-style-type: none"> <li>• Outline the overview of production planning and different control procedures in the organization.</li> <li>• Discuss the application of routing &amp; scheduling in production planning.</li> <li>• Identify the different type of production system and control technique.</li> <li>• Assess the different stages of production control.</li> <li>• Discuss different types of computer aided production planning and computer systems.</li> </ul>





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MBA 442	Project Management	<ul style="list-style-type: none"> <li>• Outline the concept of project management and discuss the project feasibility Analysis.</li> <li>• Discuss the market Analysis and evaluate social cost Benefit Analysis.</li> <li>• Identify the different networking techniques used in project construction.</li> <li>• Explain the concept of GERT simulation and its application in project management.</li> <li>• Prepare the project organization and project costing.</li> </ul>
MBA 450	Hospital Administration – II	<ul style="list-style-type: none"> <li>• Outline the overview of outpatient services and Trauma care in hospital.</li> <li>• Demonstrate the impatient services and functions of OT/ICU in the hospital.</li> <li>• Explain the diagnosis procedures in the hospital.</li> <li>• Identify the role of engineering service in Hospital.</li> <li>• Discuss the various supporting services in Hospital.</li> </ul>



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MBA 451	Quality Management in Hospital	<ul style="list-style-type: none"> <li>• Outline the entrepreneurial framework and explore their personality traits.</li> <li>• Explain the EDP Training Programmers and institutions.</li> <li>• Identify the problems of women entrepreneur and face the challenges with Governmental support.</li> <li>• Analyze and formulate a business plan.</li> <li>• Assess the financial institutions and a roadmap to utilize the various incentives schemes.</li> </ul>
MBA 452	Marketing of Hospital Services	<ul style="list-style-type: none"> <li>• Outline the concept of service of service marketing and identify different service mix components for hospital.</li> <li>• Discuss the procedure for planning and development of new services in the hospital.</li> <li>• Asses the different type of pricing methods and franchise in hospital service.</li> <li>• Identify the promotion and communication mix for hospital services.</li> <li>• Analyze the role and importance of people, process and physical</li> </ul>



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		evidence in hospital service.
MBA 402	International Marketing	<ul style="list-style-type: none"> <li>• Explain foreign trade and plan for international market entry decisions</li> <li>• Formulate product mix decisions</li> <li>• Plan Pricing mix decisions</li> <li>• Analyze Distribution strategies</li> <li>• Evaluate promotion strategies and predict control aspects</li> </ul>
MBA 421	Export Finance & Documentation	<ul style="list-style-type: none"> <li>• Explain foreign trade formalities, payments and practical problems faced</li> <li>• Analyze financing foreign trade and financing schemes</li> <li>• Create shipping documents in foreign trade</li> <li>• Apply Foreign exchange theories</li> <li>• Evaluate Trade control policies and Promotional measures</li> </ul>
MBA 430	International Human Resource Management	<ul style="list-style-type: none"> <li>• Formulate approaches to IHRM and identify role of HRM in international firms.</li> <li>• Demonstrate different cultures and its values.</li> </ul>



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		<ul style="list-style-type: none"> <li>Plan recruitment &amp; selection practices in MNCs and design T&amp;D components.</li> <li>Apply performance appraisal and compare approaches to Compensation Management.</li> <li>Assess comparative practices of Industrial relations internationally.</li> </ul>
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## 2017-2018

COURSE CODE	COURSE TITLE	COURSE OBJECTIVES
MBA 101	Management Principles and Practice	<ul style="list-style-type: none"> <li>Frame out the functions of management and evaluation of management thought.</li> <li>Sketch out the types of organization structure along with delegation of authority and strategy.</li> <li>Assess the various types of leadership styles and theories.</li> <li>Emphasis on process of communication and its types.</li> <li>Focus on the controlling techniques and its application in management.</li> </ul>





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MBA 102	Management Accounting	<ul style="list-style-type: none"> <li>Outline the overview of management accounting and understand the different types of depreciation.</li> <li>Demonstrate the elements of cost and compute break-even print.</li> <li>Analyze the managerial application of marginal costing.</li> <li>Discuss the significance of ration Analysis and compute difference type's ration.</li> <li>Assess the requisites for a successful budgetary control system and compute different types of budget</li> </ul>
MBA 103	Computer for Managers	<ul style="list-style-type: none"> <li>Discuss the evolution, classification of computers.</li> <li>Analyze the applications of MS-Word MS-Excel and PowerPoint.</li> <li>Assess the concept of database management system and communication network.</li> <li>Outline Enterprise resource planning and its types.</li> <li>Evaluate various E-Business models.</li> </ul>
MBA 104	Managerial Economics	<ul style="list-style-type: none"> <li>Sketch the fundamental economic concepts.</li> <li>Analyze demand and its determinants and to know the economics of scale.</li> </ul>



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		<ul style="list-style-type: none"> <li>Assess the pricing methods in various Market structure and to get an idea over the theories of profits.</li> <li>Demonstrate the circular flow of National Income and its concept.</li> <li>Discuss the phase of Business cycle and Analyze the effects of inflation and dilatation.</li> </ul>
MBA 105	Organizational Behavior	<ul style="list-style-type: none"> <li>Outline the overview of organizational behavior and understand the different types of perception.</li> <li>Demonstrate the concept of personality and discuss the different types leadership theories.</li> <li>Discuss the different type of assess the functions of attitude.</li> <li>Analyze the group dynamics and discuss the different type of motivation theories.</li> <li>Assess the different stages of conflicts and stress management mechanism in the organization.</li> </ul>
MBA 106	Quantitative Techniques	<ul style="list-style-type: none"> <li>Formulate business problems in matrix form</li> <li>Formulate LP model for Business decision making and compute optimal solutions</li> </ul>



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		<ul style="list-style-type: none"> <li>Plan optimal decisions for transportation problems</li> <li>Design methods to solve assignment problems</li> <li>Apply strategies using game theory and Analyze it for optimality criterion</li> </ul>
MBA 201	Production & Operations Management	<ul style="list-style-type: none"> <li>Outline the concept of production management and discuss the different types of layout techniques.</li> <li>Compute EOQ and assess the inventory classification.</li> <li>Evaluate the production scheduling and control mechanism in the organization</li> <li>Discuss the techniques of work measurements and assess the work sampling procedures.</li> <li>Identify the quality control techniques and emerging trends in production management.</li> </ul>
MBA 202	Human Resources Management	<ul style="list-style-type: none"> <li>Outline the concept of HRM &amp; Manpower planning process.</li> <li>Analyze the process of performance Appraisal and discuss the various methods of training and development.</li> <li>Evaluate the principles of Job evaluation and explain the wage and</li> </ul>



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		<p>salary Administration.</p> <ul style="list-style-type: none"> <li>• Discuss trade Union and its function and Analyze collective bargaining.</li> <li>• Identify the cause of grievance and procedure for disciplinary action.</li> </ul>
MBA 203	Marketing Management	<ul style="list-style-type: none"> <li>• Outline marketing management concept and current trends.</li> <li>• Assess consumer behavior and identify competitors.</li> <li>• Analyze product life cycle and strategies relevant to them.</li> <li>• Discuss pricing and distribution strategies.</li> <li>• Design and Manage advertising programmer</li> </ul>
MBA 204	Financial Management	<ul style="list-style-type: none"> <li>• Introduce financial management and preparation of fund flow and cash flow statements.</li> <li>• Outline the short term financing decisions in an organization.</li> <li>• Emphasize on long term investment and financial decisions in an organization.</li> <li>• Enhance the students with determination of dividend decisions and policies in declaration of dividends in an organization.</li> </ul>

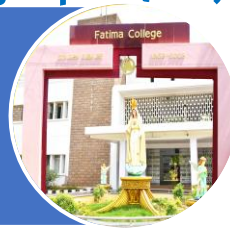




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		<ul style="list-style-type: none"> <li>• Sketch out the concept of taxation and its types.</li> </ul>
MBA 205	Management Information System	<ul style="list-style-type: none"> <li>• Emphasize on impact and role of MIS in an organization.</li> <li>• Outline the application of information system in business operations.</li> <li>• Focus on decision support system in management decisions.</li> <li>• Highlight the application of strategic Information system in an organization.</li> <li>• Introduce business analytics and its types.</li> </ul>
MBA 206	Business Research	<ul style="list-style-type: none"> <li>• Outline research types and process</li> <li>• Apply suitable sampling methods and techniques for research study</li> <li>• Use effective data collection methods</li> <li>• Apply appropriate Statistical tools and Analyze the results</li> <li>• Evaluate the research results and Create research report</li> </ul>
MBA 301	Strategic Management	<ul style="list-style-type: none"> <li>• Provide framework on strategic management.</li> <li>• Analyze the environment for suitable strategies.</li> <li>• Explain various strategies that corporate can adapt.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Identify the process of implementing a strategy</li> <li>• Assess the strategic Control process and suggest suitable ways for effective implementation of strategies</li> </ul>
MBA 302	Entrepreneur-ship	<ul style="list-style-type: none"> <li>• Outline the entrepreneurial framework and explore their personality traits.</li> <li>• Explain the EDP Training Programmer and institutions.</li> <li>• Identify the problems of women entrepreneur and face the challenges with Governmental support.</li> <li>• Analyze and formulate a business plan.</li> <li>• Assess the financial institutions and a roadmap to utilize the various incentives schemes.</li> </ul>
MBA 303	Marketing Research	<ul style="list-style-type: none"> <li>• Outline the importance research process</li> <li>• Study the importance of research and information.</li> <li>• Understand the process and methods of Data collection.</li> <li>• Explain Data presentation interpretation and evaluation.</li> <li>• Assess the application of marketing research in different forms.</li> </ul>



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MBA 304	Advertising Management	<ul style="list-style-type: none"> <li>• To discuss the need for advertisement and current scenario in advertising.</li> <li>• To explain the role of advertising agencies.</li> <li>• To create advertisement for a product.</li> <li>• Assess the various media for advertising.</li> <li>• Compile research and advertising effectively.</li> </ul>
MBA 305	Sales and Distribution Management	<ul style="list-style-type: none"> <li>• Outline the Concept of selling and sales management.</li> <li>• Explain the theories on salesmanship and personal selling.</li> <li>• Assess the role of personal selling in distribution and promotional strategy.</li> <li>• Discuss sales force management and training programmer.</li> <li>• Analyze channel of distribution and various distribution systems.</li> </ul>
MBA 306	Customer Relationship Management	<ul style="list-style-type: none"> <li>• Assess the need for and different mode of CRM.</li> <li>• Identify various aspects related to CRM.</li> <li>• Explain customer relationship Management process.</li> <li>• Analyze the implication of CRM.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Compile E-CRM with traditional CRM.</li> </ul>
MBA 308	Brand Management	<ul style="list-style-type: none"> <li>• Revise branding, positioning and connected issues.</li> <li>• Compile new product development with branding.</li> <li>• Discuss product launch strategies.</li> <li>• Analyze the role of brand in Portfolio Management.</li> <li>• Explain brand management plan and systems.</li> </ul>
MBA 309	E-Marketing	<ul style="list-style-type: none"> <li>• Explain the evolution of digital marketing.</li> <li>• Revise consumer buying behavior and process.</li> <li>• Analyze segmentation, Targeting and positioning in digital marketing.</li> <li>• Assess digital marketing mix.</li> <li>• Discuss relevant issues related to digital marketing.</li> </ul>
MBA 311	E – Commerce	<ul style="list-style-type: none"> <li>• Create an idea about e-market and its opportunities.</li> <li>• Give a frame work of various modes of e-commerce.</li> <li>• Emphasize the securities and safety measures for online transactions.</li> </ul>

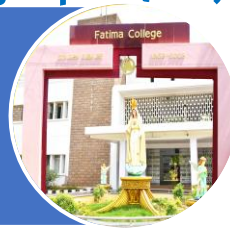




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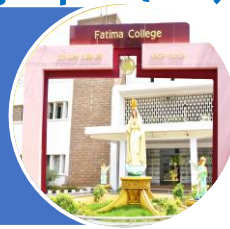
		<ul style="list-style-type: none"> <li>• Sketch out the mode of purchase and cash payments.</li> <li>• Insists on upcoming trends in e-commerce.</li> </ul>
MBA 312	Introduction to GUI & Visual Basic	<ul style="list-style-type: none"> <li>• Insists on applications of Front end tools</li> <li>• Provide knowledge about working with strings.</li> <li>• Give views on usage of control statements.</li> <li>• Provide information about VB menus.</li> <li>• Explain the usage of files and database.</li> </ul>
MBA 313	Enterprise Resource Planning	<ul style="list-style-type: none"> <li>• Frame an outline of ERP and its related technologies</li> <li>• Outline the Manufacturing module of ERP.</li> <li>• Explain the finance and production module of ERP.</li> <li>• Insist on the Frame work and the market of ERP along with its leading.</li> <li>• Brief out the ways of ERP implementation and its Process.</li> </ul>
MBA 314	Knowledge Management	<ul style="list-style-type: none"> <li>• Introduce the knowledge management components and its benefits.</li> <li>• Give an outline of Knowledge Management process and challenges.</li> <li>• Emphasize on Industrial environment and its issues.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Brief out the anatomy of Knowledge Management.</li> <li>• State the critical success factors in Knowledge Management.</li> </ul>
MBA 322	Project Financing	<ul style="list-style-type: none"> <li>• Explore project ideas &amp; assess project identification criteria</li> <li>• Design project report and evaluate financial estimates and projections</li> <li>• Plan appraisal of projects by various financial institutions</li> <li>• Compute project evaluation using techniques and Analyze project risks</li> <li>• Predict sources of raising finance for projects</li> </ul>
MBA 323	Strategic Financial management	<ul style="list-style-type: none"> <li>• Outline SFM model and identify conceptual framework</li> <li>• Explain financial models and apply models successfully</li> <li>• Use equity and firm valuation models and formulate management decisions</li> <li>• Apply corporate restructuring methods and strategic cost management techniques</li> <li>• Plan for financial innovations and asses ethical financial performance</li> </ul>



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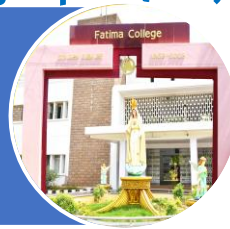
MBA 324	Fundamentals of Insurance Management	<ul style="list-style-type: none"> <li>• Outline the concepts of risk in 'Life insurance' and explain the fundamentals of agency law and explain the fundamentals of agency law</li> <li>• Explain life insurance plans and identify insurance companies in India</li> <li>• Compute Premiums and Bonuses for insurance policies</li> <li>• Evaluate general insurance Business and its forms</li> <li>• Assess other types of general insurance</li> </ul>
MBA 325	Management of Financial Institutions and Banks	<ul style="list-style-type: none"> <li>• Outline the structure, functions &amp; operations of Indian financial and banking system</li> <li>• Explain the role and policy measures of Development Financial Institutions</li> <li>• Analyze risk management in FIs and assess the interaction among various risks</li> <li>• Discuss NPA management RBI functions and norms</li> <li>• Evaluate latest technology in banks in Payment &amp; Settlement system.</li> </ul>



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MBA 326	Derivatives & Futures	<ul style="list-style-type: none"> <li>Identify derivative products and explain risks associates with derivatives</li> <li>Outline the rules and bye-laws for derivatives market</li> <li>Explain the concept of Stock index futures</li> <li>Assess types of interest rate futures</li> <li>Evaluate commodity futures</li> </ul>
MBA 331	Total Quality in Human Resource	<ul style="list-style-type: none"> <li>Outline the significance of total quality management and Analyzing role of TQM in HRM.</li> <li>Explain customer satisfaction strategy dimension and asses the various TQ HR strategy planning.</li> <li>Demonstrate the continuous improvement process dimension.</li> <li>Analyze project dimension and assess TQHR projects, planning &amp; Management</li> <li>Assess various dimension of performance to integrate implication plan for managing HR</li> </ul>
MBA 332	Advanced industrial	<ul style="list-style-type: none"> <li>Outline the concepts of IR and explore IR in the public sector</li> <li>Explain the concepts of trade union and collective bargaining</li> </ul>

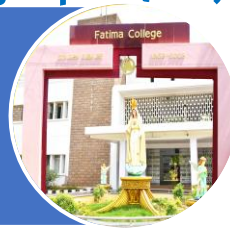




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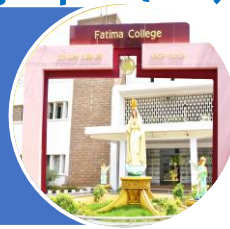
	relations	<ul style="list-style-type: none"> <li>Identify the courses of grievances, conflicts and to discuss the conflict resolution measures.</li> <li>To discuss the workers participation in management and to know the level of workers education in India</li> <li>Analyze various legislations relating to social security and the functions of ILO</li> </ul>
MBA 333	Training & Development	<ul style="list-style-type: none"> <li>outline the principles of training &amp; development</li> <li>Explain the techniques of on the job training</li> <li>Identify the various techniques of the job</li> <li>Analyze the process and intervention of OD</li> <li>Assess the OD strategies and the action research requirements for OD implication</li> </ul>
MBA 334	Labour Legislation	<ul style="list-style-type: none"> <li>Discuss the concept and principles of legislation and the role of Labor welfare officer</li> <li>Explain the various Act relevant to lab our legislation</li> <li>Discuss some of the relevant Act in relation with Lab our Legislation</li> </ul>



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		<ul style="list-style-type: none"> <li>• Create an idea about the acts that are relevant to Laws</li> <li>• To identify the provisions in the Industrial disputes Act</li> </ul>
MBA 335	Strategic Human Resource Management	<ul style="list-style-type: none"> <li>• Outline the concepts and components of SHRM</li> <li>• Discuss the functional strategies of HRP, Recruitment and selection</li> <li>• Demonstrate the linkage between business strategy &amp; training</li> <li>• Identify / Analyze the strategic linkage of performance Management compensation &amp; rewards strategy</li> <li>• Assess the strategic contribution of HRM to organizational</li> </ul>
MBA 336	Career Management	<ul style="list-style-type: none"> <li>• Outline the concepts &amp; Components of career development</li> <li>• Analyze the career progression and the baseline for competency management</li> <li>• Assess the career paths and talent management</li> <li>• Evaluating the changing career dynamic and its impact</li> <li>• Discuss the various career development plan</li> </ul>
MBA 341	Value Engineering & Waste Control	<ul style="list-style-type: none"> <li>• Outline the overview of value engineering and discuss the relation of VE to other operations</li> </ul>



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		<ul style="list-style-type: none"> <li>• Identify the different value engineering techniques and assess the decision making process</li> <li>• Discuss the concept of scheduling and Analyze the different techniques in scheduling</li> <li>• Assess the different types of training for value engineering</li> <li>• Discuss and communicate the value engineering at workplace</li> </ul>
MBA 342	Materials Management	<ul style="list-style-type: none"> <li>• Outline the overview of material management and Analyze the different type of techniques</li> <li>• Assess the price trends and identify the purchase policies in material management</li> <li>• Discuss the different inventory calculation techniques and compute EOQ</li> <li>• Identify the different level of stock and Analyze cost optimization</li> <li>• Explain the concept of storage and preservation</li> </ul>
MBA 343	Advanced Manufacturing System	<ul style="list-style-type: none"> <li>• This course familiarizing the computer aided designing and manufacturing</li> <li>• Identify the flexible manufacturing system and robotics in</li> </ul>



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		<p>organization</p> <ul style="list-style-type: none"> <li>• Assess the different type of networking techniques and project budgeting</li> <li>• Discuss the concept of capacity utilization and its effect on manufacturing</li> <li>• Analyze the need for cost reduction and discuss the different inventory management techniques</li> </ul>
MBA 351	Hospital Administration –I	<ul style="list-style-type: none"> <li>• Outline the overview of service industry and Analyzing characteristics and challenges</li> <li>• Demonstrate the healthcare revolution assess various type of health care organizations</li> <li>• Explain the different type of Hospitals and Analyzing role of Hospital in health care</li> <li>• Identify the different levels and roles in hospital management</li> <li>• Discuss the current issues and best practices in health care</li> </ul>
MBA 352	Health Insurance	<ul style="list-style-type: none"> <li>• Outline the concept of health insurance and discuss the different types of Health insurance in India</li> </ul>





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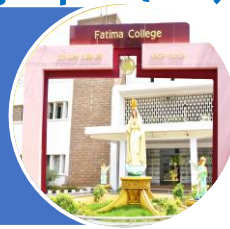
		<ul style="list-style-type: none"> <li>• Assess the demand and supply of health Insurance</li> <li>• Compute the health Insurance premium and designing benefit package</li> <li>• Identify the provider payment mechanism and comparison of different payments systems</li> <li>• Explain the concept of TPA and communicate the problems faced by hospitals.</li> </ul>
MBA 353	Hospital Accounting and Finance	<ul style="list-style-type: none"> <li>• Outline the overview of Hospital Accounting and demonstrate the accounting chart for hospitals</li> <li>• Explain the concept of fundraising and evaluate fundraising tactics</li> <li>• Prepare different types of Budget and compute cost sheet for hospitals</li> <li>• Assess the financial performance of hospital and plan (Financial decisions) investment Management</li> <li>• Discuss the concept the concept of equity and evaluate the NHA in India context</li> </ul>
MBA 321	International Financial	<ul style="list-style-type: none"> <li>• Brief out the recent changes and global financial market</li> </ul>



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	Management	<ul style="list-style-type: none"> <li>• Conceptualize the FOREX applications and balance of payments</li> <li>• Give an idea about various types of currency transactions in FOREX market</li> <li>• Insists on party conditions in international finance</li> <li>• Explain the function of international and European Monetary system.</li> </ul>
MBA 371	Logistics and Supply Chain Management	<ul style="list-style-type: none"> <li>• Introduce various types of logistics and concepts.</li> <li>• Focus on inventory control and distribution resource planning in an organization</li> <li>• Insist an importance of supply chain management and its global business applications</li> <li>• Assess the importance of supply chain relationships and conflicts resolution strategies</li> <li>• Emphasis the role of manager in supply chain along with its values</li> </ul>
MBA 372	Import Procedures and Documentation	<ul style="list-style-type: none"> <li>• Outline the overview of service industry and Analyzing characteristics and challenges</li> <li>• Demonstrate the healthcare revolution assess various type of health</li> </ul>



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		<p>care organizations</p> <ul style="list-style-type: none"> <li>• Explain the different type of Hospitals and Analyzing role of Hospital in health care</li> <li>• Identify the different levels and roles in hospital management</li> <li>• Discuss the current issues and best practices in health care</li> </ul>
MBA 401	International Business Management	<ul style="list-style-type: none"> <li>• Explain the need and relevance of International Business.</li> <li>• Assess tariff barriers and role of various institutions in International Business.</li> <li>• Analyze multinational companies and various market entry strategies.</li> <li>• Compare globalization and Indian business settings.</li> <li>• Discuss issues in International Business.</li> </ul>
MBA 403	Rural Marketing	<ul style="list-style-type: none"> <li>• Discuss the characteristics of rural market.</li> <li>• Analyze the challenges in rural marketing and rural market consumer behavior.</li> <li>• Assess rural marketing mix.</li> <li>• Explain channel management and communication in rural market.</li> </ul>



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		<ul style="list-style-type: none"> <li>Outline industrial setup in rural market and recent trends.</li> </ul>
MBA 404	Marketing of Services	<ul style="list-style-type: none"> <li>Discuss evolution of service marketing, consumer behavior and segmentation, targeting and positioning.</li> <li>Explain product and pricing in service industries.</li> <li>Analyze promotion and distribution in service industries.</li> <li>Compile the concepts of people, process and physical evidences in service marketing.</li> <li>Apply service quality and strategies in various industries.</li> </ul>
MBA 405	Consumer Behavior	<ul style="list-style-type: none"> <li>Explain the need for studying consumer behavior and consumer research.</li> <li>Discuss the role of social factors in consumer behavior.</li> <li>Analyze the role of culture in understanding consumers.</li> <li>Outline consumer decision process and models.</li> <li>Compile the influence of attitude and belief in consumer behavior.</li> </ul>
MBA 406	Retail Marketing Management	<ul style="list-style-type: none"> <li>Outline channels of Distribution and evolution of retailing.</li> <li>Discuss trends and opportunities in retailing.</li> </ul>





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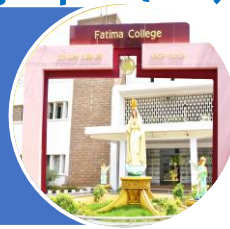
		<ul style="list-style-type: none"> <li>Analyze various retail formats</li> <li>Assess the role of Inventory display in retailing.</li> <li>Explain retailing as a sustainable competitive strategy.</li> </ul>
MBA 410	Relational Database Management System & Oracle	<ul style="list-style-type: none"> <li>Outline the evolution of database management system.</li> <li>Give a framework of a relational model of DBMS and its data control facilities.</li> <li>Provide knowledge about SQL and its applications.</li> <li>Identify ways of designing database and format models for its applications in business.</li> <li>Emphasis on establishing user system and user object to maintain database security in the organization</li> </ul>
MBA 411	Internet & Java Programming	<ul style="list-style-type: none"> <li>Introduce the browsers and URL in web designing.</li> <li>Enable to know various types of data and inheritance.</li> <li>Framework of various packages and interfaces along with exception handling.</li> <li>Insist on working with windows graphics and texts.</li> <li>Introduce networking and JDBC.</li> </ul>



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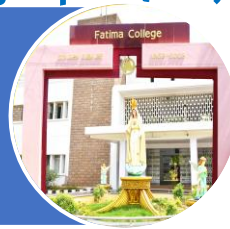
MBA 412	Computer Networks	<ul style="list-style-type: none"> <li>• Introduce the network types, applications and models</li> <li>• Outline the path of transmission of various types of signals and error detections and correction</li> <li>• Give importance about data communications and channels</li> <li>• Analyze the various types of communication networks</li> <li>• Provide knowledge about internetwork and wireless network</li> </ul>
MBA 420	Security Analysis and Portfolio Management	<ul style="list-style-type: none"> <li>• Outline the concept of Investment Management and Securities market</li> <li>• Assess the risk and return of individual securities</li> <li>• Apply Fundamentals and Technical Analysis to Portfolio</li> <li>• Assess the risk and return of Portfolio</li> <li>• Use portfolio evaluation techniques</li> </ul>
MBA 422	Management of Financial Services	<ul style="list-style-type: none"> <li>• Explain the industry framework of financial services and create innovative financial instruments</li> <li>• Evaluate leasing &amp; hire purchase quantitatively and qualitatively</li> <li>• Outline the venture capital firms, credit rating agencies &amp; methodology, and stock broking procedures</li> </ul>



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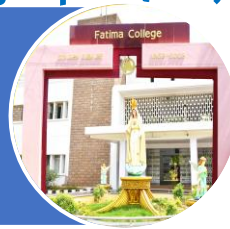
		<ul style="list-style-type: none"> <li>Evaluate mutual fund industry</li> <li>Analyze factoring services, depository system and International Financial Centers</li> </ul>
MBA 423	Mergers, Acquisitions and corporate restructuring	<ul style="list-style-type: none"> <li>Plan for mergers and discuss the strategic approach to M&amp;A</li> <li>Formulate corporate restructuring deal</li> <li>Evaluate valuation approaches and methods of financing mergers</li> <li>Analyze take over approaches and amendments</li> <li>Apply accounting methods and Analyze Legal and Regulatory Provisions</li> </ul>
MBA 431	Industrial Psychology & Counseling	<ul style="list-style-type: none"> <li>Outline the concepts of industrial psychology.</li> <li>Analyze work psychology and career choice and development for executives.</li> <li>Discuss the types of employee counseling and its process.</li> <li>Evaluate the special areas in counseling.</li> <li>Explain the role &amp; functions of employee counselor.</li> </ul>
MBA 432	Human Resource	<ul style="list-style-type: none"> <li>Outline the concepts of HRA.</li> </ul>



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	Accounting and Audit	<ul style="list-style-type: none"> <li>Analyze the various methods of HRA.</li> <li>Discuss concepts &amp; Components of HR Audit.</li> <li>Explain HRD strategies, style, structure &amp; systems.</li> <li>Evaluate HRD Audit methodology.</li> </ul>
MBA 433	Management consultancy	<ul style="list-style-type: none"> <li>Outline the concepts of consulting &amp; its models.</li> <li>Understand the steps in marketing of consulting service.</li> <li>Analyze the tools &amp; methodology of consulting.</li> <li>Assess the strategy of the consulting firms in managing conflicts.</li> <li>Identifying the consultancy assignment &amp; client presentation in managing future consulting opportunities.</li> </ul>
MBA 434	Disaster Management	<ul style="list-style-type: none"> <li>Outline an overview of Natural Disaster Management.</li> <li>Assess the skill development for disaster Management.</li> <li>Discuss the steps in project rescue.</li> <li>Analyze the Leader's Role in emotional intelligence.</li> <li>Examine the ethics and social responsibility.</li> </ul>
MBA 435	Human Resource	<ul style="list-style-type: none"> <li>Outline information about interface between HR &amp; IT.</li> </ul>





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	Information System	<ul style="list-style-type: none"> <li>• Discuss the logical process modeling.</li> <li>• Analyze the various issues of HRIs .</li> <li>• Asses HRIs &amp; Functional Areas of HR.</li> <li>• Evaluate performance and compensating management in organization .</li> </ul>
MBA 440	Total Quality Management	<ul style="list-style-type: none"> <li>• Outline the overview of TQM and identify the different components of quality.</li> <li>• Discuss the role of functional department in TQM.</li> <li>• Assess and manage the process quality in the organization.</li> <li>• Identify the role and importance of quality in customer satisfaction.</li> <li>• Demonstrate the ISO certification procedures in the organization.</li> </ul>
MBA 441	Production Planning & Control	<ul style="list-style-type: none"> <li>• Outline the overview of production planning and different control procedures in the organization.</li> <li>• Discuss the application of routing &amp; scheduling in production planning.</li> <li>• Identify the different type of production system and control technique.</li> </ul>



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		<ul style="list-style-type: none"> <li>Assess the different stages of production control.</li> <li>Discuss different types of computer aided production planning and computer systems.</li> </ul>
MBA 442	Project Management	<ul style="list-style-type: none"> <li>Outline the concept of project management and discuss the project feasibility Analysis.</li> <li>Discuss the market Analysis and evaluate social cost Benefit Analysis.</li> <li>Identify the different networking techniques used in project construction.</li> <li>Explain the concept of GERT simulation and its application in project management.</li> <li>Prepare the project organization and project costing.</li> </ul>
MBA 450	Hospital Administration – II	<ul style="list-style-type: none"> <li>Outline the overview of outpatient services and Trauma care in hospital.</li> <li>Demonstrate the impatient services and functions of OT/ICU in the hospital.</li> <li>Explain the diagnosis procedures in the hospital.</li> </ul>



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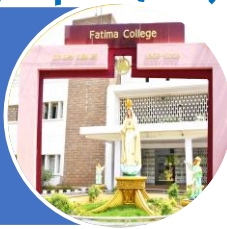
		<ul style="list-style-type: none"> <li>• Identify the role of engineering service in Hospital.</li> <li>• Discuss the various supporting services in Hospital.</li> </ul>
MBA 451	Quality Management in Hospital	<ul style="list-style-type: none"> <li>• Outline the entrepreneurial framework and explore their personality traits.</li> <li>• Explain the EDP Training Programmes and institutions.</li> <li>• Identify the problems of women entrepreneur and face the challenges with Governmental support.</li> <li>• Analyze and formulate a business plan.</li> <li>• Assess the financial institutions and a roadmap to utilize the various incentives schemes.</li> </ul>
MBA 452	Marketing of Hospital Services	<ul style="list-style-type: none"> <li>• Outline the concept of service of service marketing and identify different service mix components for hospital.</li> <li>• Discuss the procedure for planning and development of new services in the hospital.</li> <li>• Asses the different type of pricing methods and franchise in hospital service.</li> <li>• Identify the promotion and communication mix for hospital</li> </ul>



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		<p>services.</p> <ul style="list-style-type: none"> <li>Analyze the role and importance of people, process and physical evidence in hospital service.</li> </ul>
MBA 402	International Marketing	<ul style="list-style-type: none"> <li>Explain foreign trade and plan for international market entry decisions</li> <li>Formulate product mix decisions</li> <li>Plan Pricing mix decisions</li> <li>Analyze Distribution strategies</li> <li>Evaluate promotion strategies and predict control aspects</li> </ul>
MBA 421	Export Finance & Documentation	<ul style="list-style-type: none"> <li>Explain foreign trade formalities, payments and practical problems faced</li> <li>Analyze financing foreign trade and financing schemes</li> <li>Create shipping documents in foreign trade</li> <li>Apply Foreign exchange theories</li> <li>Evaluate Trade control policies and Promotional measures</li> </ul>
MBA 430	International Human	<ul style="list-style-type: none"> <li>Formulate approaches to IHRM and identify role of HRM in</li> </ul>

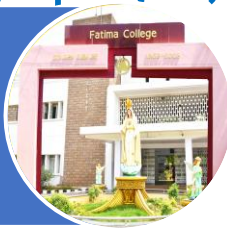




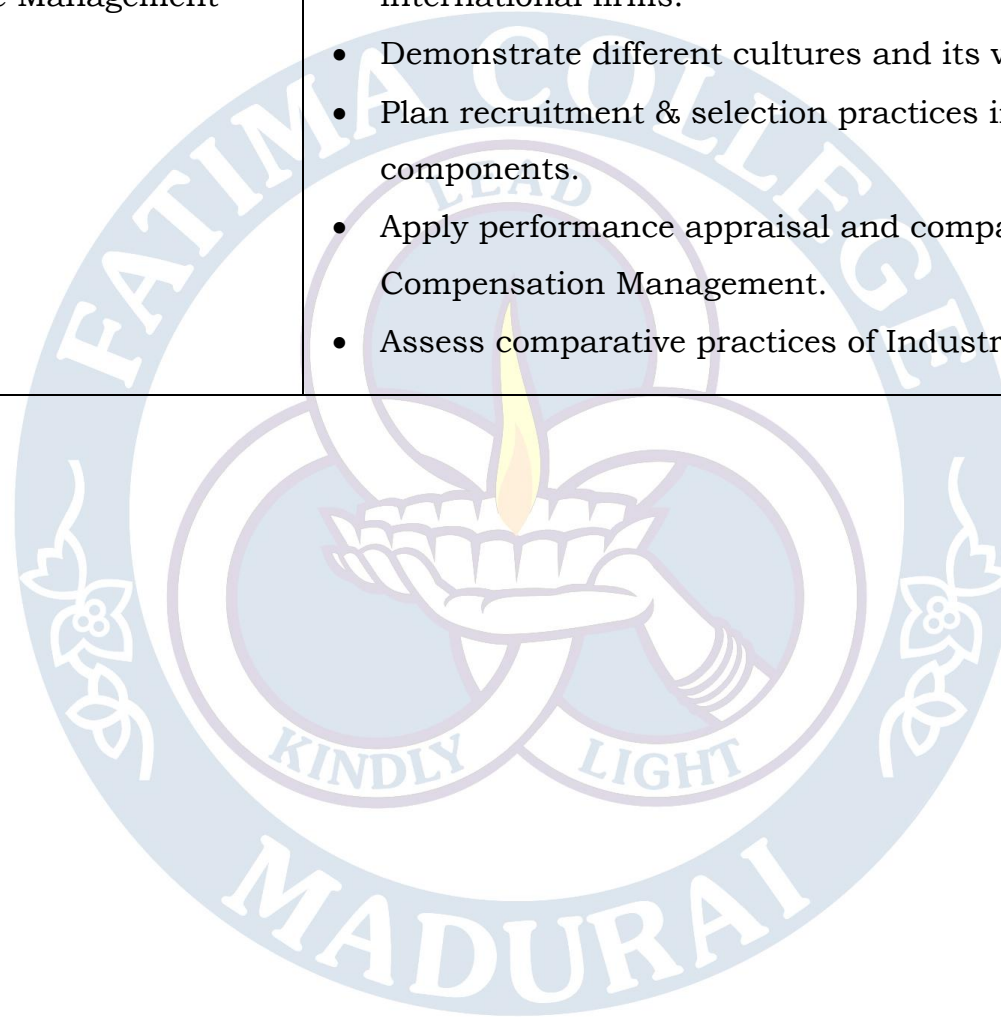
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	Resource Management	<p>international firms.</p> <ul style="list-style-type: none"> <li>• Demonstrate different cultures and its values.</li> <li>• Plan recruitment &amp; selection practices in MNCs and design T&amp;D components.</li> <li>• Apply performance appraisal and compare approaches to Compensation Management.</li> <li>• Assess comparative practices of Industrial relations internationally.</li> </ul>
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## 2016-2017

COURSE CODE	COURSE TITLE	COURSE OBJECTIVES
MBA 101	Management Principles and Practice	<ul style="list-style-type: none"> <li>• Frame out the functions of management and evaluation of management thought.</li> <li>• Sketch out the types of organization structure along with delegation of authority and strategy.</li> <li>• Assess the various types of leadership styles and theories.</li> <li>• Emphasis on process of communication and its types.</li> <li>• Focus on the controlling techniques and its application in management.</li> </ul>
MBA 102	Management Accounting	<ul style="list-style-type: none"> <li>• Outline the overview of management accounting and understand the different types of depreciation.</li> <li>• Demonstrate the elements of cost and compute break-even point.</li> <li>• Analyze the managerial application of marginal costing.</li> <li>• Discuss the significance of ratio Analysis and compute difference type's ratio.</li> </ul>



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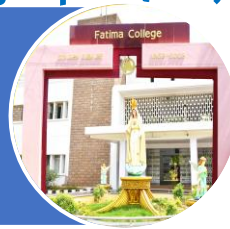
		<ul style="list-style-type: none"> <li>Assess the requisites for a successful budgetary control system and compute different types of budget</li> </ul>
MBA 103	Computer for Managers	<ul style="list-style-type: none"> <li>Discuss the evolution, classification of computers.</li> <li>Analyze the applications of MS-Word MS-Excel and PowerPoint.</li> <li>Assess the concept of database management system and communication network.</li> <li>Outline Enterprise resource planning and its types.</li> <li>Evaluate various E-Business models.</li> </ul>
MBA 104	Managerial Economics	<ul style="list-style-type: none"> <li>Sketch the fundamental economic concepts.</li> <li>Analyze demand and its determinants and to know the economics of scale.</li> <li>Assess the pricing methods in various Market structure and to get an idea over the theories of profits.</li> <li>Demonstrate the circular flow of National Income and its concept.</li> <li>Discuss the phase of Business cycle and Analyze the effects of inflation and deflation.</li> </ul>



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MBA 105	Organizational Behavior	<ul style="list-style-type: none"> <li>• Outline the overview of organizational behavior and understand the different types of perception.</li> <li>• Demonstrate the concept of personality and discuss the different types leadership theories.</li> <li>• Discuss the different type of assess the functions of attitude.</li> <li>• Analyze the group dynamics and discuss the different type of motivation theories.</li> <li>• Assess the different stages of conflicts and stress management mechanism in the organization.</li> </ul>
MBA 106	Quantitative Techniques	<ul style="list-style-type: none"> <li>• Formulate business problems in matrix form</li> <li>• Formulate LP model for Business decision making and compute optimal solutions</li> <li>• Plan optimal decisions for transportation problems</li> <li>• Design methods to solve assignment problems</li> <li>• Apply strategies using game theory and Analyze it for optimality criterion</li> </ul>





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MBA 201	Production & Operations Management	<ul style="list-style-type: none"> <li>Outline the concept of production management and discuss the different types of layout techniques.</li> <li>Compute EOQ and assess the inventory classification.</li> <li>Evaluate the production scheduling and control mechanism in the organization</li> <li>Discuss the techniques of work measurements and assess the work sampling procedures.</li> <li>Identify the quality control techniques and emerging trends in production management.</li> </ul>
MBA 202	Human Resources Management	<ul style="list-style-type: none"> <li>Outline the concept of HRM &amp; Manpower planning process.</li> <li>Analyze the process of performance Appraisal and discuss the various methods of training and development.</li> <li>Evaluate the principles of Job evaluation and explain the wage and salary Administration.</li> <li>Discuss trade Union and its function and Analyze collective bargaining.</li> <li>Identify the cause of grievance and procedure for disciplinary</li> </ul>



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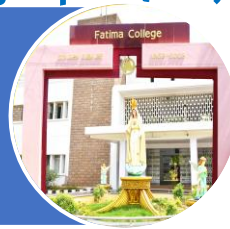
		action.
MBA 203	Marketing Management	<ul style="list-style-type: none"> <li>• Outline marketing management concept and current trends.</li> <li>• Assess consumer behavior and identify competitors.</li> <li>• Analyze product life cycle and strategies relevant to them.</li> <li>• Discuss pricing and distribution strategies.</li> <li>• Design and Manage advertising programme</li> </ul>
MBA 204	Financial Management	<ul style="list-style-type: none"> <li>• Introduce financial management and preparation of fund flow and cash flow statements.</li> <li>• Outline the short term financing decisions in an organization.</li> <li>• Emphasize on long term investment and financial decisions in an organization.</li> <li>• Enhance the students with determination of dividend decisions and policies in declaration of dividends in an organization.</li> <li>• Sketch out the concept of taxation and its types.</li> </ul>
MBA 205	Management Information System	<ul style="list-style-type: none"> <li>• Emphasize on impact and role of MIS in an organization.</li> <li>• Outline the application of information system in business</li> </ul>



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		<p>operations.</p> <ul style="list-style-type: none"> <li>• Focus on decision support system in management decisions.</li> <li>• Highlight the application of strategic Information system in an organization.</li> <li>• Introduce business analytics and its types.</li> </ul>
MBA 206	Business Research	<ul style="list-style-type: none"> <li>• Outline research types and process</li> <li>• Apply suitable sampling methods and techniques for research study</li> <li>• Use effective data collection methods</li> <li>• Apply appropriate Statistical tools and Analyze the results</li> <li>• Evaluate the research results and Create research report</li> </ul>
MBA 301	Strategic Management	<ul style="list-style-type: none"> <li>• Provide framework on strategic management.</li> <li>• Analyze the environment for suitable strategies.</li> <li>• Explain various strategies that corporate can adapt.</li> <li>• Identify the process of implementing a strategy</li> <li>• Assess the strategic Control process and suggest suitable ways for effective implementation of strategies</li> </ul>



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MBA 302	Entrepreneur-ship	<ul style="list-style-type: none"> <li>• Outline the entrepreneurial framework and explore their personality traits.</li> <li>• Explain the EDP Training Programmes and institutions.</li> <li>• Identify the problems of women entrepreneur and face the challenges with Governmental support.</li> <li>• Analyze and formulate a business plan.</li> <li>• Assess the financial institutions and a roadmap to utilize the various incentives schemes.</li> </ul>
MBA 303	Marketing Research	<ul style="list-style-type: none"> <li>• Outline the importance research process</li> <li>• Study the importance of research and information.</li> <li>• Understand the process and methods of Data collection.</li> <li>• Explain Data presentation interpretation and evaluation.</li> <li>• Assess the application of marketing research in different forms.</li> </ul>
MBA 304	Advertising Management	<ul style="list-style-type: none"> <li>• To discuss the need for advertisement and current scenario in advertising.</li> <li>• To explain the role of advertising agencies.</li> <li>• To create advertisement for a product.</li> </ul>





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		<ul style="list-style-type: none"> <li>Assess the various media for advertising.</li> <li>Compile research and advertising effectively.</li> </ul>
MBA 305	Sales and Distribution Management	<ul style="list-style-type: none"> <li>Outline the Concept of selling and sales management.</li> <li>Explain the theories on salesmanship and personal selling.</li> <li>Assess the role of personal selling in distribution and promotional strategy.</li> <li>Discuss sales force management and training programme.</li> <li>Analyze channel of distribution and various distribution systems.</li> </ul>
MBA 306	Customer Relationship Management	<ul style="list-style-type: none"> <li>Assess the need for and different mode of CRM.</li> <li>Identify various aspects related to CRM.</li> <li>Explain customer relationship Management process.</li> <li>Analyze the implication of CRM.</li> <li>Compile E-CRM with traditional CRM.</li> </ul>
MBA 308	Brand Management	<ul style="list-style-type: none"> <li>Revise branding, positioning and connected issues.</li> <li>Compile new product development with branding.</li> <li>Discuss product launch strategies.</li> </ul>



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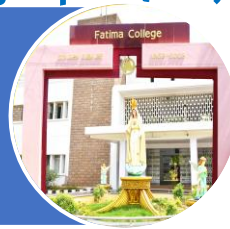
		<ul style="list-style-type: none"> <li>Analyze the role of brand in Portfolio Management.</li> <li>Explain brand management plan and systems.</li> </ul>
MBA 309	E-Marketing	<ul style="list-style-type: none"> <li>Explain the evolution of digital marketing.</li> <li>Revise consumer buying behavior and process.</li> <li>Analyze segmentation, Targeting and positioning in digital marketing.</li> <li>Assess digital marketing mix.</li> <li>Discuss relevant issues related to digital marketing.</li> </ul>
MBA 311	E – Commerce	<ul style="list-style-type: none"> <li>Create an idea about e-market and its opportunities.</li> <li>Give a frame work of various modes of e-commerce.</li> <li>Emphasize the securities and safety measures for online transactions.</li> <li>Sketch out the mode of purchase and cash payments.</li> <li>Insists on upcoming trends in e-commerce.</li> </ul>
MBA 312	Introduction to GUI & Visual Basic	<ul style="list-style-type: none"> <li>Insists on applications of Front end tools</li> <li>Provide knowledge about working with strings.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Give views on usage of control statements.</li> <li>• Provide information about VB menus.</li> <li>• Explain the usage of files and database.</li> </ul>
MBA 313	Enterprise Resource Planning	<ul style="list-style-type: none"> <li>• Frame an outline of ERP and its related technologies.</li> <li>• Outline the Manufacturing module of ERP.</li> <li>• Explain the finance and production module of ERP.</li> <li>• Insist on the Frame work and the market of ERP along with its leading.</li> <li>• Brief out the ways of ERP implementation and its Process.</li> </ul>
MBA 314	Knowledge Management	<ul style="list-style-type: none"> <li>• Introduce the knowledge management components and its benefits.</li> <li>• Give an outline of Knowledge Management process and challenges.</li> <li>• Emphasize on Industrial environment and its issues.</li> <li>• Brief out the anatomy of Knowledge Management.</li> <li>• State the critical success factors in Knowledge Management.</li> </ul>



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MBA 322	Project Financing	<ul style="list-style-type: none"> <li>• Explore project ideas &amp; assess project identification criteria</li> <li>• Design project report and evaluate financial estimates and projections</li> <li>• Plan appraisal of projects by various financial institutions</li> <li>• Compute project evaluation using techniques and Analyze project risks</li> <li>• Predict sources of raising finance for projects</li> </ul>
MBA 323	Strategic Financial management	<ul style="list-style-type: none"> <li>• Outline SFM model and identify conceptual framework</li> <li>• Explain financial models and apply models successfully</li> <li>• Use equity and firm valuation models and formulate management decisions</li> <li>• Apply corporate restructuring methods and strategic cost management techniques</li> <li>• Plan for financial innovations and asses ethical financial performance</li> </ul>
MBA 324	Fundamentals of	<ul style="list-style-type: none"> <li>• Outline the concepts of risk in 'Life insurance' and explain the fundamentals of agency law and explain the fundamentals of</li> </ul>





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	Insurance Management	<p>agency law</p> <ul style="list-style-type: none"> <li>• Explain life insurance plans and identify insurance companies in India</li> <li>• Compute Premiums and Bonuses for insurance policies</li> <li>• Evaluate general insurance Business and its forms</li> <li>• Assess other types of general insurance</li> </ul>
MBA 325	Management of Financial Institutions and Banks	<ul style="list-style-type: none"> <li>• Outline the structure, functions &amp; operations of Indian financial and banking system</li> <li>• Explain the role and policy measures of Development Financial Institutions</li> </ul> <p>Analyze risk management in FIs and assess the interaction among various risks</p> <ul style="list-style-type: none"> <li>• Discuss NPA management RBI functions and norms</li> <li>• Evaluate latest technology in banks in Payment &amp; Settlement system.</li> </ul>
MBA 326	Derivatives & Futures	<ul style="list-style-type: none"> <li>• Identify derivative products and explain risks associates with derivatives</li> </ul>



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		<ul style="list-style-type: none"> <li>• Outline the rules and bye-laws for derivatives market</li> <li>• Explain the concept of Stock index futures</li> <li>• Assess types of interest rate futures</li> <li>• Evaluate commodity futures</li> </ul>
MBA 331	Total Quality in Human Resource	<ul style="list-style-type: none"> <li>• Outline the significance of total quality management and Analyzing role of TQM in HRM.</li> <li>• Explain customer satisfaction strategy dimension and asses the various TQ HR strategy planning.</li> <li>• Demonstrate the continuous improvement process dimension.</li> <li>• Analyze project dimension and assess TQHR projects, planning &amp; Management</li> <li>• Assess various dimension of performance to integrate implication plan for managing HR</li> </ul>
MBA 332	Advanced industrial relations	<ul style="list-style-type: none"> <li>• Outline the concepts of IR and explore IR in the public sector</li> <li>• Explain the concepts of trade union and collective bargaining</li> <li>• Identify the courses of grievances, conflicts and to discuss the conflict resolution measures.</li> </ul>



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		<ul style="list-style-type: none"> <li>To discuss the workers participation in management and to know the level of workers education in India</li> <li>Analyze various legislations relating to social security and the functions of ILO</li> </ul>
MBA 333	Training & Development	<ul style="list-style-type: none"> <li>outline the principles of training &amp; development</li> <li>Explain the techniques of on the job training</li> <li>Identify the various techniques of the job</li> <li>Analyze the process and intervention of OD</li> <li>Assess the OD strategies and the action research requirements for OD implication</li> </ul>
MBA 334	Labour Legislation	<ul style="list-style-type: none"> <li>Discuss the concept and principles of legislation and the role of Labour welfare officer</li> <li>Explain the various Act relevant to labour legislation</li> <li>Discuss some of the relevant Act in relation with Labour Legislation</li> <li>Create an idea about the acts that are relevant to Laws</li> <li>To identify the provisions in the Industrial disputes Act</li> </ul>



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MBA 335	Strategic Human Resource Management	<ul style="list-style-type: none"> <li>• Outline the concepts and components of SHRM</li> <li>• Discuss the functional strategies of HRP, Recruitment and selection</li> <li>• Demonstrate the linkage between business strategy &amp; training</li> <li>• Identify / Analyze the strategic linkage of performance Management compensation &amp; rewards strategy</li> <li>• Assess the strategic contribution of HRM to organizational</li> </ul>
MBA 336	Career Management	<ul style="list-style-type: none"> <li>• Outline the concepts &amp; Components of career development</li> <li>• Analyze the career progression and the baseline for competency management</li> <li>• Assess the career paths and talent management</li> <li>• Evaluating the changing career dynamic and its impact</li> <li>• Discuss the various career development plan</li> </ul>
MBA 341	Value Engineering & Waste Control	<ul style="list-style-type: none"> <li>• Outline the overview of value engineering and discuss the relation of VE to other operations</li> <li>• Identify the different value engineering techniques and assess the decision making process</li> </ul>





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		<ul style="list-style-type: none"> <li>• Discuss the concept of scheduling and Analyze the different techniques in scheduling</li> <li>• Assess the different types of training for value engineering</li> <li>• Discuss and communicate the value engineering at workplace</li> </ul>
MBA 342	Materials Management	<ul style="list-style-type: none"> <li>• Outline the overview of material management and Analyze the different type of techniques</li> <li>• Assess the price trends and identify the purchase policies in material management</li> <li>• Discuss the different inventory calculation techniques and compute EOQ</li> <li>• Identify the different level of stock and Analyze cost optimization</li> <li>• Explain the concept of storage and preservation</li> </ul>
MBA 343	Advanced Manufacturing System	<ul style="list-style-type: none"> <li>• This course familiarizing the computer aided designing and manufacturing</li> <li>• Identify the flexible manufacturing system and robotics in organization</li> <li>• Assess the different type of networking techniques and project</li> </ul>



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		<p>budgeting</p> <ul style="list-style-type: none"> <li>• Discuss the concept of capacity utilization and its effect on manufacturing</li> <li>• Analyze the need for cost reduction and discuss the different inventory management techniques</li> </ul>
MBA 351	Hospital Administration –I	<ul style="list-style-type: none"> <li>• Outline the overview of service industry and Analyzing characteristics and challenges</li> <li>• Demonstrate the healthcare revolution assess various type of health care organizations</li> <li>• Explain the different type of Hospitals and Analyzing role of Hospital in health care</li> <li>• Identify the different levels and roles in hospital management</li> <li>• Discuss the current issues and best practices in health care</li> </ul>
MBA 352	Health Insurance	<ul style="list-style-type: none"> <li>• Outline the concept of health insurance and discuss the different types of Health insurance in India</li> <li>• Assess the demand and supply of health Insurance</li> <li>• Compute the health Insurance premium and designing benefit</li> </ul>



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		<p>package</p> <ul style="list-style-type: none"> <li>Identify the provider payment mechanism and comparison of different payments systems</li> <li>Explain the concept of TPA and communicate the problems faced by hospitals.</li> </ul>
MBA 353	Hospital Accounting and Finance	<ul style="list-style-type: none"> <li>Outline the overview of Hospital Accounting and demonstrate the accounting chart for hospitals</li> <li>Explain the concept of fundraising and evaluate fundraising tactics</li> <li>Prepare different types of Budget and compute cost sheet for hospitals</li> <li>Assess the financial performance of hospital and plan (Financial decisions) investment Management</li> <li>Discuss the concept the concept of equity and evaluate the NHA in India context</li> </ul>
MBA 321	International Financial Management	<ul style="list-style-type: none"> <li>Brief out the recent changes and global financial market</li> <li>Conceptualize the fore applications and balance of payments</li> </ul>



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		<ul style="list-style-type: none"> <li>• Give an idea about various types of currency transactions in fore market</li> <li>• Insists on party conditions in international finance</li> <li>• Explain the function of international and European Monetary system</li> </ul>
MBA 371	Logistics and Supply Chain Management	<ul style="list-style-type: none"> <li>• Introduce various types of logistics and concepts.</li> <li>• Focus on inventory control and distribution resource planning in an organization</li> <li>• Insist an importance of supply chain management and its global business applications</li> <li>• Assess the importance of supply chain relationships and conflicts resolution strategies</li> <li>• Emphasis the role of manager in supply chain along with its values</li> </ul>
MBA 372	Import Procedures and Documentation	<ul style="list-style-type: none"> <li>• Outline the overview of service industry and Analyzing characteristics and challenges</li> <li>• Demonstrate the healthcare revolution assess various type of</li> </ul>





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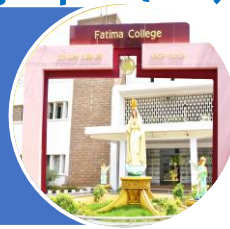
		<p>health care organizations</p> <ul style="list-style-type: none"> <li>• Explain the different type of Hospitals and Analyzing role of Hospital in health care</li> <li>• Identify the different levels and roles in hospital management</li> <li>• Discuss the current issues and best practices in health care</li> </ul>
MBA 401	International Business Management	<ul style="list-style-type: none"> <li>• Explain the need and relevance of International Business.</li> <li>• Assess tariff barriers and role of various institutions in International Business.</li> <li>• Analyze multinational companies and various market entry strategies.</li> <li>• Compare globalization and Indian business settings.</li> <li>• Discuss issues in International Business.</li> </ul>
MBA 403	Rural Marketing	<ul style="list-style-type: none"> <li>• Discuss the characteristics of rural market.</li> <li>• Analyze the challenges in rural marketing and rural market consumer behavior.</li> <li>• Assess rural marketing mix.</li> <li>• Explain channel management and communication in rural</li> </ul>



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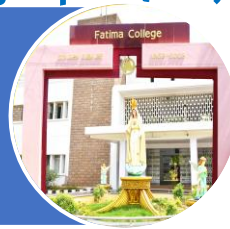
		<p>market.</p> <ul style="list-style-type: none"> <li>• Outline industrial setup in rural market and recent trends.</li> </ul>
MBA 404	Marketing of Services	<ul style="list-style-type: none"> <li>• Discuss evolution of service marketing, consumer behavior and segmentation, targeting and positioning.</li> <li>• Explain product and pricing in service industries.</li> <li>• Analyze promotion and distribution in service industries.</li> <li>• Compile the concepts of people, process and physical evidences in service marketing.</li> <li>• Apply service quality and strategies in various industries.</li> </ul>
MBA 405	Consumer Behavior	<ul style="list-style-type: none"> <li>• Explain the need for studying consumer behavior and consumer research.</li> <li>• Discuss the role of social factors in consumer behavior.</li> <li>• Analyze the role of culture in understanding consumers.</li> <li>• Outline consumer decision process and models.</li> <li>• Compile the influence of attitude and belief in consumer behavior.</li> </ul>



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MBA 406	Retail Marketing Management	<ul style="list-style-type: none"> <li>• Outline channels of Distribution and evolution of retailing.</li> <li>• Discuss trends and opportunities in retailing.</li> <li>• Analyze various retail formats</li> <li>• Assess the role of Inventory display in retailing.</li> <li>• Explain retailing as a sustainable competitive strategy.</li> </ul>
MBA 410	Relational Database Management System & Oracle	<ul style="list-style-type: none"> <li>• Outline the evolution of database management system.</li> <li>• Give a framework of a relational model of DBMS and its data control facilities.</li> <li>• Provide knowledge about SQL and its applications.</li> <li>• Identify ways of designing database and format models for its applications in business.</li> <li>• Emphasis on establishing user system and user object to maintain database security in the organization</li> </ul>
MBA 411	Internet & Java Programming	<ul style="list-style-type: none"> <li>• Introduce the browsers and URL in web designing.</li> <li>• Enable to know various types of data and inheritance.</li> <li>• Framework of various packages and interfaces along with exception handling.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Insist on working with windows graphics and texts.</li> <li>• Introduce networking and IDBC.</li> </ul>
MBA 412	Computer Networks	<ul style="list-style-type: none"> <li>• Introduce the network types, applications and models</li> <li>• Outline the path of transmission of various types of signals and error detections and correction</li> <li>• Give importance about data communications and channels</li> <li>• Analyze the various types of communication networks</li> <li>• Provide knowledge about internetwork and wireless network</li> </ul>
MBA 420	Security Analysis and Portfolio Management	<ul style="list-style-type: none"> <li>• Outline the concept of Investment Management and Securities market</li> <li>• Assess the risk and return of individual securities</li> <li>• Apply Fundamentals and Technical Analysis to Portfolio</li> <li>• Assess the risk and return of Portfolio</li> <li>• Use portfolio evaluation techniques</li> </ul>
MBA 422	Management of Financial Services	<ul style="list-style-type: none"> <li>• Explain the industry framework of financial services and create innovative financial instruments</li> </ul>





**Criterion** : II – Teaching-Learning and Evaluation

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		<ul style="list-style-type: none"> <li>• Evaluate leasing &amp; hire purchase quantitatively and qualitatively</li> <li>• Outline the venture capital firms, credit rating agencies &amp; methodology, and stock broking procedures</li> <li>• Evaluate mutual fund industry</li> <li>• Analyze factoring services, depository system and International Financial Centers</li> </ul>
MBA 423	Mergers, Acquisitions and corporate restructuring	<ul style="list-style-type: none"> <li>• Plan for mergers and discuss the strategic approach to M&amp;A</li> <li>• Formulate corporate restructuring deal</li> <li>• Evaluate valuation approaches and methods of financing mergers</li> <li>• Analyze take over approaches and amendments</li> <li>• Apply accounting methods and Analyze Legal and Regulatory Provisions</li> </ul>
MBA 431	Industrial Psychology & Counseling	<ul style="list-style-type: none"> <li>• Outline the concepts of industrial psychology.</li> <li>• Analyze work psychology and career choice and development for executives.</li> <li>• Discuss the types of employee counseling and its process.</li> <li>• Evaluate the special areas in counseling.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Explain the role &amp; functions of employee counselor.</li> </ul>
MBA 432	Human Resource Accounting and Audit	<ul style="list-style-type: none"> <li>• Outline the concepts of HRA.</li> <li>• Analyze the various methods of HRA.</li> <li>• Discuss concepts &amp; Components of HR Audit.</li> <li>• Explain HRD strategies, style, structure &amp; systems.</li> <li>• Evaluate HRD Audit methodology.</li> </ul>
MBA 433	Management consultancy	<ul style="list-style-type: none"> <li>• Outline the concepts of consulting &amp; its models.</li> <li>• Understand the steps in marketing of consulting service.</li> <li>• Analyze the tools &amp; methodology of consulting.</li> <li>• Assess the strategy of the consulting firms in managing conflicts.</li> <li>• Identifying the consultancy assignment &amp; client presentation in managing future consulting opportunities.</li> </ul>
MBA 434	Disaster Management	<ul style="list-style-type: none"> <li>• Outline an overview of Natural Disaster Management.</li> <li>• Assess the skill development for disaster Management.</li> <li>• Discuss the steps in project rescue.</li> <li>• Analyze the Leader's Role in emotional intelligence.</li> </ul>



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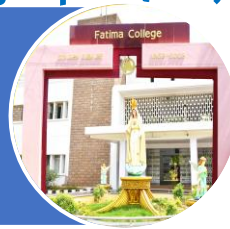
		<ul style="list-style-type: none"> <li>Examine the ethics and social responsibility.</li> </ul>
MBA 435	Human Resource Information System	<ul style="list-style-type: none"> <li>Outline information about interface between HR &amp; IT.</li> <li>Discuss the logical process modeling.</li> <li>Analyze the various issues of HRIs .</li> <li>Asses HRIs &amp; Functional Areas of HR.</li> <li>Evaluate performance and compensating management in organization .</li> </ul>
MBA 440	Total Quality Management	<ul style="list-style-type: none"> <li>Outline the overview of TQM and identify the different components of quality.</li> <li>Discuss the role of functional department in TQM.</li> <li>Assess and manage the process quality in the organization.</li> <li>Identify the role and importance of quality in customer satisfaction.</li> <li>Demonstrate the ISO certification procedures in the organization.</li> </ul>
MBA 441	Production Planning & Control	<ul style="list-style-type: none"> <li>Outline the overview of production planning and different control procedures in the organization.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Discuss the application of routing &amp; scheduling in production planning.</li> <li>• Identify the different type of production system and control technique.</li> <li>• Assess the different stages of production control.</li> <li>• Discuss different types of computer aided production planning and computer systems.</li> </ul>
MBA 442	Project Management	<ul style="list-style-type: none"> <li>• Outline the concept of project management and discuss the project feasibility Analysis.</li> <li>• Discuss the market Analysis and evaluate social cost Benefit Analysis.</li> <li>• Identify the different networking techniques used in project construction.</li> <li>• Explain the concept of GERT simulation and its application in project management.</li> <li>• Prepare the project organization and project costing.</li> </ul>
MBA 450	Hospital Administration –	<ul style="list-style-type: none"> <li>• Outline the overview of outpatient services and Trauma care in</li> </ul>





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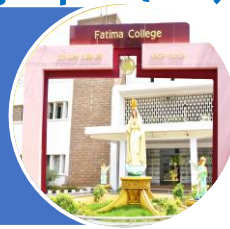
	II	<p>hospital.</p> <ul style="list-style-type: none"> <li>• Demonstrate the impatient services and functions of OT/ICU in the hospital.</li> <li>• Explain the diagnosis procedures in the hospital.</li> <li>• Identify the role of engineering service in Hospital.</li> <li>• Discuss the various supporting services in Hospital.</li> </ul>
MBA 451	Quality Management in Hospital	<ul style="list-style-type: none"> <li>• Outline the entrepreneurial framework and explore their personality traits.</li> <li>• Explain the EDP Training Programmer and institutions.</li> <li>• Identify the problems of women entrepreneur and face the challenges with Governmental support.</li> <li>• Analyze and formulate a business plan.</li> <li>• Assess the financial institutions and a roadmap to utilize the various incentives schemes.</li> </ul>
MBA 452	Marketing of Hospital Services	<ul style="list-style-type: none"> <li>• Outline the concept of service of service marketing and identify different service mix components for hospital.</li> <li>• Discuss the procedure for planning and development of new</li> </ul>



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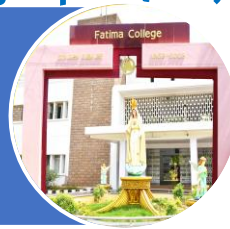
		<p>services in the hospital.</p> <ul style="list-style-type: none"> <li>Assesses the different type of pricing methods and franchise in hospital service.</li> <li>Identify the promotion and communication mix for hospital services.</li> <li>Analyze the role and importance of people, process and physical evidence in hospital service.</li> </ul>
MBA 402	International Marketing	<ul style="list-style-type: none"> <li>Explain foreign trade and plan for international market entry decisions</li> <li>Formulate product mix decisions</li> <li>Plan Pricing mix decisions</li> <li>Analyze Distribution strategies</li> <li>Evaluate promotion strategies and predict control aspects</li> </ul>
MBA 421	Export Finance & Documentation	<ul style="list-style-type: none"> <li>Explain foreign trade formalities, payments and practical problems faced</li> <li>Analyze financing foreign trade and financing schemes</li> <li>Create shipping documents in foreign trade</li> </ul>



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		<ul style="list-style-type: none"> <li>• Apply Foreign exchange theories</li> <li>• Evaluate Trade control policies and Promotional measures</li> </ul>
MBA 430	International Human Resource Management	<ul style="list-style-type: none"> <li>• Formulate approaches to IHRM and identify role of HRM in international firms.</li> <li>• Demonstrate different cultures and its values.</li> <li>• Plan recruitment &amp; selection practices in MNCs and design T&amp;D components.</li> <li>• Apply performance appraisal and compare approaches to Compensation Management.</li> <li>• Assess comparative practices of Industrial relations internationally.</li> </ul>



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## 2015 - 2016

COURSE CODE	COURSE TITLE	COURSE OBJECTIVES
MBA 101	Management Principles and Practice	<ul style="list-style-type: none"> <li>• Frame out the functions of management and evaluation of management thought.</li> <li>• Sketch out the types of organization structure along with delegation of authority and strategy.</li> <li>• Assess the various types of leadership styles and theories.</li> <li>• Emphasis on process of communication and its types.</li> <li>• Focus on the controlling techniques and its application in management.</li> </ul>
MBA 102	Management Accounting	<ul style="list-style-type: none"> <li>• Outline the overview of management accounting and understand the different types of depreciation.</li> <li>• Demonstrate the elements of cost and compute break-even point.</li> <li>• Analyze the managerial application of marginal costing.</li> <li>• Discuss the significance of ratio Analysis and compute difference type's ratio.</li> </ul>





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		<ul style="list-style-type: none"> <li>Assess the requisites for a successful budgetary control system and compute different types of budget</li> </ul>
MBA 103	Computer for Managers	<ul style="list-style-type: none"> <li>Discuss the evolution, classification of computers.</li> <li>Analyze the applications of MS-Word MS-Excel and PowerPoint.</li> <li>Assess the concept of database management system and communication network.</li> <li>Outline Enterprise resource planning and its types.</li> <li>Evaluate various E-Business models.</li> </ul>
MBA 104	Managerial Economics	<ul style="list-style-type: none"> <li>Sketch the fundamental economic concepts.</li> <li>Analyze demand and its determinants and to know the economics of scale.</li> <li>Assess the pricing methods in various Market structure and to get an idea over the theories of profits.</li> <li>Demonstrate the circular flow of National Income and its concept.</li> <li>Discuss the phase of Business cycle and Analyze the effects of inflation and deflation.</li> </ul>



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MBA 105	Organizational Behavior	<ul style="list-style-type: none"> <li>• Outline the overview of organizational behavior and understand the different types of perception.</li> <li>• Demonstrate the concept of personality and discuss the different types leadership theories.</li> <li>• Discuss the different type of assess the functions of attitude.</li> <li>• Analyze the group dynamics and discuss the different type of motivation theories.</li> <li>• Assess the different stages of conflicts and stress management mechanism in the organization.</li> </ul>
MBA 106	Quantitative Techniques	<ul style="list-style-type: none"> <li>• Formulate business problems in matrix form</li> <li>• Formulate LP model for Business decision making and compute optimal solutions</li> <li>• Plan optimal decisions for transportation problems</li> <li>• Design methods to solve assignment problems</li> <li>• Apply strategies using game theory and Analyze it for optimality criterion</li> </ul>



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MBA 201	Production & Operations Management	<ul style="list-style-type: none"> <li>• Outline the concept of production management and discuss the different types of layout techniques.</li> <li>• Compute EOQ and assess the inventory classification.</li> <li>• Evaluate the production scheduling and control mechanism in the organization</li> <li>• Discuss the techniques of work measurements and assess the work sampling procedures.</li> <li>• Identify the quality control techniques and emerging trends in production management.</li> </ul>
MBA 202	Human Resources Management	<ul style="list-style-type: none"> <li>• Outline the concept of HRM &amp; Manpower planning process.</li> <li>• Analyze the process of performance Appraisal and discuss the various methods of training and development.</li> <li>• Evaluate the principles of Job evaluation and explain the wage and salary Administration.</li> <li>• Discuss trade Union and its function and Analyze collective bargaining.</li> <li>• Identify the cause of grievance and procedure for disciplinary</li> </ul>



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		action.
MBA 203	Marketing Management	<ul style="list-style-type: none"> <li>• Outline marketing management concept and current trends.</li> <li>• Assess consumer behavior and identify competitors.</li> <li>• Analyze product life cycle and strategies relevant to them.</li> <li>• Discuss pricing and distribution strategies.</li> </ul> <p>Design and Manage advertising programmer</p>
MBA 204	Financial Management	<ul style="list-style-type: none"> <li>• Introduce financial management and preparation of fund flow and cash flow statements.</li> <li>• Outline the short term financing decisions in an organization.</li> <li>• Emphasize on long term investment and financial decisions in an organization.</li> <li>• Enhance the students with determination of dividend decisions and policies in declaration of dividends in an organization.</li> <li>• Sketch out the concept of taxation and its types.</li> </ul>
MBA 205	Management Information System	<ul style="list-style-type: none"> <li>• Emphasize on impact and role of MIS inn an organization.</li> <li>• Outline the application of information system in business</li> </ul>

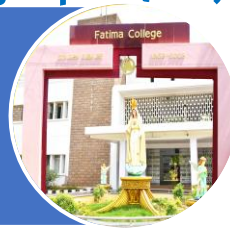




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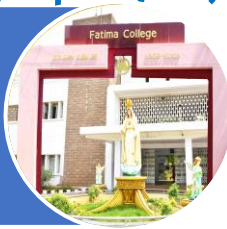
		<p>operations.</p> <ul style="list-style-type: none"> <li>• Focus on decision support system in management decisions.</li> <li>• Highlight the application of strategic Information system in an organization.</li> <li>• Introduce business analytics and its types.</li> </ul>
MBA 206	Business Research	<ul style="list-style-type: none"> <li>• Outline research types and process</li> <li>• Apply suitable sampling methods and techniques for research study</li> <li>• Use effective data collection methods</li> <li>• Apply appropriate Statistical tools and Analyze the results</li> <li>• Evaluate the research results and Create research report</li> </ul>
MBA 301	Strategic Management	<ul style="list-style-type: none"> <li>• Provide framework on strategic management.</li> <li>• Analyze the environment for suitable strategies.</li> <li>• Explain various strategies that corporate can adapt.</li> <li>• Identify the process of implementing a strategy</li> <li>• Assess the strategic Control process and suggest suitable ways for effective implementation of strategies</li> </ul>



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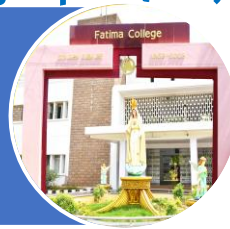
MBA 302	Entrepreneur-ship	<ul style="list-style-type: none"> <li>• Outline the entrepreneurial framework and explore their personality traits.</li> <li>• Explain the EDP Training Programmer and institutions.</li> <li>• Identify the problems of women entrepreneur and face the challenges with Governmental support.</li> <li>• Analyze and formulate a business plan.</li> <li>• Assess the financial institutions and a roadmap to utilize the various incentives schemes.</li> </ul>
MBA 303	Marketing Research	<ul style="list-style-type: none"> <li>• Outline the importance research process</li> <li>• Study the importance of research and information.</li> <li>• Understand the process and methods of Data collection.</li> <li>• Explain Data presentation interpretation and evaluation.</li> <li>• Assess the application of marketing research in different forms.</li> </ul>
MBA 304	Advertising Management	<ul style="list-style-type: none"> <li>• To discuss the need for advertisement and current scenario in advertising.</li> <li>• To explain the role of advertising agencies.</li> <li>• To create advertisement for a product.</li> </ul>



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		<ul style="list-style-type: none"> <li>Assess the various media for advertising.</li> <li>Compile research and advertising effectively.</li> </ul>
MBA 305	Sales and Distribution Management	<ul style="list-style-type: none"> <li>Outline the Concept of selling and sales management.</li> <li>Explain the theories on salesmanship and personal selling.</li> <li>Assess the role of personal selling in distribution and promotional strategy.</li> <li>Discuss sales force management and training programmer.</li> <li>Analyze channel of distribution and various distribution systems.</li> </ul>
MBA 306	Customer Relationship Management	<ul style="list-style-type: none"> <li>Assess the need for and different mode of CRM.</li> <li>Identify various aspects related to CRM.</li> <li>Explain customer relationship Management process.</li> <li>Analyze the implication of CRM.</li> <li>Compile E-CRM with traditional CRM.</li> </ul>
MBA 308	Brand Management	<ul style="list-style-type: none"> <li>Revise branding, positioning and connected issues.</li> <li>Compile new product development with branding.</li> <li>Discuss product launch strategies.</li> </ul>



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		<ul style="list-style-type: none"> <li>Analyze the role of brand in Portfolio Management.</li> <li>Explain brand management plan and systems.</li> </ul>
MBA 309	E-Marketing	<ul style="list-style-type: none"> <li>Explain the evolution of digital marketing.</li> <li>Revise consumer buying behavior and process.</li> <li>Analyze segmentation, Targeting and positioning in digital marketing.</li> <li>Assess digital marketing mix.</li> <li>Discuss relevant issues related to digital marketing.</li> </ul>
MBA 311	E – Commerce	<ul style="list-style-type: none"> <li>Create an idea about e-market and its opportunities.</li> <li>Give a frame work of various modes of e-commerce.</li> <li>Emphasize the securities and safety measures for online transactions.</li> <li>Sketch out the mode of purchase and cash payments.</li> <li>Insist on upcoming trends in e-commerce.</li> </ul>
MBA 312	Introduction to GUI & Visual Basic	<ul style="list-style-type: none"> <li>Insists on applications of Front end tools</li> <li>Provide knowledge about working with strings.</li> </ul>





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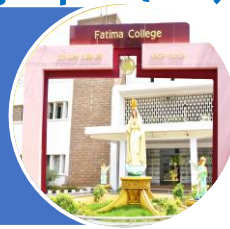
		<ul style="list-style-type: none"> <li>• Give views on usage of control statements.</li> <li>• Provide information about VB menus.</li> <li>• Explain the usage of files and database.</li> </ul>
MBA 313	Enterprise Resource Planning	<ul style="list-style-type: none"> <li>• Frame an outline of ERP and its related technologies.</li> <li>• Outline the Manufacturing module of ERP.</li> <li>• Explain the finance and production module of ERP.</li> <li>• Insist on the Frame work and the market of ERP along with its leading.</li> <li>• Brief out the ways of ERP implementation and its Process.</li> </ul>
MBA 314	Knowledge Management	<ul style="list-style-type: none"> <li>• Introduce the knowledge management components and its benefits.</li> <li>• Give an outline of Knowledge Management process and challenges.</li> <li>• Emphasize on Industrial environment and its issues.</li> <li>• Brief out the anatomy of Knowledge Management.</li> <li>• State the critical success factors in Knowledge Management.</li> </ul>
MBA 322	Project Financing	<ul style="list-style-type: none"> <li>• Explore project ideas &amp; assess project identification criteria</li> <li>• Design project report and evaluate financial estimates and</li> </ul>



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		<p>projections</p> <ul style="list-style-type: none"> <li>• Plan appraisal of projects by various financial institutions</li> <li>• Compute project evaluation using techniques and Analyze project risks</li> <li>• Predict sources of raising finance for projects</li> </ul>
MBA 323	Strategic Financial management	<ul style="list-style-type: none"> <li>• Outline SFM model and identify conceptual framework</li> <li>• Explain financial models and apply models successfully</li> <li>• Use equity and firm valuation models and formulate management decisions</li> <li>• Apply corporate restructuring methods and strategic cost management techniques</li> <li>• Plan for financial innovations and assess ethical financial performance</li> </ul>
MBA 324	Fundamentals of Insurance Management	<ul style="list-style-type: none"> <li>• Outline the concepts of risk in 'Life insurance' and explain the fundamentals of agency law and explain the fundamentals of agency law</li> <li>• Explain life insurance plans and identify insurance companies in</li> </ul>



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		<p>India</p> <ul style="list-style-type: none"> <li>• Compute Premiums and Bonuses for insurance policies</li> <li>• Evaluate general insurance Business and its forms</li> <li>• Assess other types of general insurance</li> </ul>
MBA 325	Management of Financial Institutions and Banks	<ul style="list-style-type: none"> <li>• Outline the structure, functions &amp; operations of Indian financial and banking system</li> <li>• Explain the role and policy measures of Development Financial Institutions</li> <li>• Analyze risk management in FIs and assess the interaction among various risks</li> <li>• Discuss NPA management RBI functions and norms</li> <li>• Evaluate latest technology in banks in Payment &amp; Settlement system.</li> </ul>
MBA 326	Derivatives & Futures	<ul style="list-style-type: none"> <li>• Identify derivative products and explain risks associates with derivatives</li> <li>• Outline the rules and bye-laws for derivatives market</li> <li>• Explain the concept of Stock index futures</li> </ul>



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		<ul style="list-style-type: none"> <li>• Assess types of interest rate futures</li> <li>• Evaluate commodity futures</li> </ul>
MBA 331	Total Quality in Human Resource	<ul style="list-style-type: none"> <li>• Outline the significance of total quality management and Analyzing role of TQM in HRM.</li> <li>• Explain customer satisfaction strategy dimension and asses the various TQ HR strategy planning.</li> <li>• Demonstrate the continuous improvement process dimension.</li> <li>• Analyze project dimension and assess TQHR projects, planning &amp; Management</li> <li>• Assess various dimension of performance to integrate implication plan for managing HR</li> </ul>
MBA 332	Advanced industrial relations	<ul style="list-style-type: none"> <li>• Outline the concepts of IR and explore IR in the public sector</li> <li>• Explain the concepts of trade union and collective bargaining</li> <li>• Identify the courses of grievances, conflicts and to discuss the conflict resolution measures.</li> <li>• To discuss the workers participation in management and to know the level of workers education in India</li> </ul>





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		<ul style="list-style-type: none"> <li>Analyze various legislations relating to social security and the functions of ILO</li> </ul>
MBA 333	Training & Development	<ul style="list-style-type: none"> <li>outline the principles of training &amp; development</li> <li>Explain the techniques of on the job training</li> <li>Identify the various techniques of the job</li> <li>Analyze the process and intervention of OD</li> <li>Assess the OD strategies and the action research requirements for OD implication</li> </ul>
MBA 334	Labor Legislation	<ul style="list-style-type: none"> <li>Discuss the concept and principles of legislation and the role of Labour welfare officer</li> <li>Explain the various Act relevant to labor legislation</li> <li>Discuss some of the relevant Act in relation with Labor Legislation</li> <li>Create an idea about the acts that are relevant to Laws</li> <li>To identify the provisions in the Industrial disputes Act</li> </ul>
MBA 335	Strategic Human Resource Management	<ul style="list-style-type: none"> <li>Outline the concepts and components of SHRM</li> <li>Discuss the functional strategies of HRP, Recruitment and selection</li> </ul>



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		<ul style="list-style-type: none"> <li>• Demonstrate the linkage between business strategy &amp; training</li> <li>• Identify / Analyze the strategic linkage of performance Management compensation &amp; rewards strategy</li> <li>• Assess the strategic contribution of HRM to organizational</li> </ul>
MBA 336	Career Management	<ul style="list-style-type: none"> <li>• Outline the concepts &amp; Components of career development</li> <li>• Analyze the career progression and the baseline for competency management</li> <li>• Assess the career paths and talent management</li> <li>• Evaluating the changing career dynamic and its impact</li> <li>• Discuss the various career development plan</li> </ul>
MBA 341	Value Engineering & Waste Control	<ul style="list-style-type: none"> <li>• Outline the overview of value engineering and discuss the relation of VE to other operations</li> <li>• Identify the different value engineering techniques and assess the decision making process</li> <li>• Discuss the concept of scheduling and Analyze the different techniques in scheduling</li> <li>• Assess the different types of training for value engineering</li> </ul>



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		<ul style="list-style-type: none"> <li>Discuss and communicate the value engineering at workplace</li> </ul>
MBA 342	Materials Management	<ul style="list-style-type: none"> <li>Outline the overview of material management and Analyze the different type of techniques</li> <li>Assess the price trends and identify the purchase policies in material management</li> <li>Discuss the different inventory calculation techniques and compute EOQ</li> <li>Identify the different level of stock and Analyze cost optimization</li> <li>Explain the concept of storage and preservation</li> </ul>
MBA 343	Advanced Manufacturing System	<ul style="list-style-type: none"> <li>This course familiarizing the computer aided designing and manufacturing</li> <li>Identify the flexible manufacturing system and robotics in organization</li> <li>Assess the different type of networking techniques and project budgeting</li> <li>Discuss the concept of capacity utilization and its effect on manufacturing</li> </ul>



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		<ul style="list-style-type: none"> <li>Analyze the need for cost reduction and discuss the different inventory management techniques</li> </ul>
MBA 351	Hospital Administration –I	<ul style="list-style-type: none"> <li>Outline the overview of service industry and Analyzing characteristics and challenges</li> <li>Demonstrate the healthcare revolution assess various type of health care organizations</li> <li>Explain the different type of Hospitals and Analyzing role of Hospital in health care</li> <li>Identify the different levels and roles in hospital management</li> <li>Discuss the current issues and best practices in health care</li> </ul>
MBA 352	Health Insurance	<ul style="list-style-type: none"> <li>Outline the concept of health insurance and discuss the different types of Health insurance in India</li> <li>Assess the demand and supply of health Insurance</li> <li>Compute the health Insurance premium and designing benefit package</li> <li>Identify the provider payment mechanism and comparison of different payments systems</li> </ul>

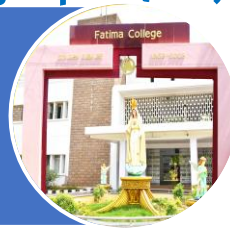




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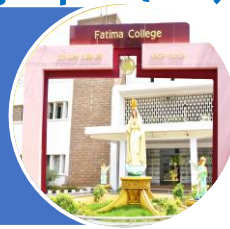
		<ul style="list-style-type: none"> <li>• Explain the concept of TPA and communicate the problems faced by hospitals.</li> </ul>
MBA 353	Hospital Accounting and Finance	<ul style="list-style-type: none"> <li>• Outline the overview of Hospital Accounting and demonstrate the accounting chart for hospitals</li> <li>• Explain the concept of fundraising and evaluate fundraising tactics</li> <li>• Prepare different types of Budget and compute cost sheet for hospitals</li> <li>• Assess the financial performance of hospital and plan (Financial decisions) investment Management</li> <li>• Discuss the concept the concept of equity and evaluate the NHA in India context</li> </ul>
MBA 401	International Business Management	<ul style="list-style-type: none"> <li>• Explain the need and relevance of International Business.</li> <li>• Assess tariff barriers and role of various institutions in International Business.</li> <li>• Analyze multinational companies and various market entry strategies.</li> <li>• Compare globalization and Indian business settings.</li> </ul>



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		<ul style="list-style-type: none"> <li>Discuss issues in International Business.</li> </ul>
MBA 403	Rural Marketing	<ul style="list-style-type: none"> <li>Discuss the characteristics of rural market.</li> <li>Analyze the challenges in rural marketing and rural market consumer behavior.</li> <li>Assess rural marketing mix.</li> <li>Explain channel management and communication in rural market.</li> <li>Outline industrial setup in rural market and recent trends.</li> </ul>
MBA 404	Marketing of Services	<ul style="list-style-type: none"> <li>Discuss evolution of service marketing, consumer behavior and segmentation, targeting and positioning.</li> <li>Explain product and pricing in service industries.</li> <li>Analyze promotion and distribution in service industries.</li> <li>Compile the concepts of people, process and physical evidences in service marketing.</li> <li>Apply service quality and strategies in various industries.</li> </ul>
MBA 405	Consumer Behavior	<ul style="list-style-type: none"> <li>Explain the need for studying consumer behavior and consumer research.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Discuss the role of social factors in consumer behavior.</li> <li>• Analyze the role of culture in understanding consumers.</li> <li>• Outline consumer decision process and models.</li> <li>• Compile the influence of attitude and belief in consumer behavior.</li> </ul>
MBA 406	Retail Marketing Management	<ul style="list-style-type: none"> <li>• Outline channels of Distribution and evolution of retailing.</li> <li>• Discuss trends and opportunities in retailing.</li> <li>• Analyze various retail formats</li> <li>• Assess the role of Inventory display in retailing.</li> <li>• Explain retailing as a sustainable competitive strategy.</li> </ul>
MBA 410	Relational Database Management System & Oracle	<ul style="list-style-type: none"> <li>• Outline the evolution of database management system.</li> <li>• Give a framework of a relational model of DBMS and its data control facilities.</li> <li>• Provide knowledge about SQL and its applications.</li> <li>• Identify ways of designing database and format models for its applications in business.</li> <li>• Emphasis on establishing user system and user object to maintain database security in the organization</li> </ul>



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MBA 411	Internet & Java Programming	<ul style="list-style-type: none"> <li>• Introduce the browsers and URL in web designing.</li> <li>• Enable to know various types of data and inheritance.</li> <li>• Framework of various packages and interfaces along with exception banding.</li> <li>• Insist on working with windows graphics and texts.</li> <li>• Introduce networking and IDBC.</li> </ul>
MBA 412	Computer Networks	<ul style="list-style-type: none"> <li>• Introduce the network types, applications and models</li> <li>• Outline the path of transmission of various types of signals and error detections and correction</li> <li>• Give importance about data communications and channels</li> <li>• Analyze the various types of communication networks</li> <li>• Provide knowledge about internetwork and wireless network</li> </ul>
MBA 420	Security Analysis and Portfolio Management	<ul style="list-style-type: none"> <li>• Outline the concept of Investment Management and Securities market</li> <li>• Assess the risk and return of individual securities</li> <li>• Apply Fundamentals and Technical Analysis to Portfolio</li> <li>• Assess the risk and return of Portfolio</li> </ul>





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		<ul style="list-style-type: none"> <li>• Use portfolio evaluation techniques</li> </ul>
MBA 422	Management of Financial Services	<ul style="list-style-type: none"> <li>• Explain the industry framework of financial services and create innovative financial instruments</li> <li>• Evaluate leasing &amp; hire purchase quantitatively and qualitatively</li> <li>• Outline the venture capital firms, credit rating agencies &amp; methodology, and stock broking procedures</li> <li>• Evaluate mutual fund industry</li> <li>• Analyze factoring services, depository system and International Financial Centers</li> </ul>
MBA 423	Mergers, Acquisitions and corporate restructuring	<ul style="list-style-type: none"> <li>• Plan for mergers and discuss the strategic approach to M&amp;A</li> <li>• Formulate corporate restructuring deal</li> <li>• Evaluate valuation approaches and methods of financing mergers</li> <li>• Analyze take over approaches and amendments</li> <li>• Apply accounting methods and Analyze Legal and Regulatory Provisions</li> </ul>
MBA 431	Industrial Psychology &	<ul style="list-style-type: none"> <li>• Outline the concepts of industrial psychology.</li> </ul>



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	Counseling	<ul style="list-style-type: none"> <li>Analyze work psychology and career choice and development for executives.</li> <li>Discuss the types of employee counseling and its process.</li> <li>Evaluate the special areas in counseling.</li> <li>Explain the role &amp; functions of employee counselor.</li> </ul>
MBA 432	Human Resource Accounting and Audit	<ul style="list-style-type: none"> <li>Outline the concepts of HRA.</li> <li>Analyze the various methods of HRA.</li> <li>Discuss concepts &amp; Components of HR Audit.</li> <li>Explain HRD strategies, style, structure &amp; systems.</li> <li>Evaluate HRD Audit methodology.</li> </ul>
MBA 433	Management consultancy	<ul style="list-style-type: none"> <li>Outline the concepts of consulting &amp; its models.</li> <li>Understand the steps in marketing of consulting service.</li> <li>Analyze the tools &amp; methodology of consulting.</li> <li>Assess the strategy of the consulting firms in managing conflicts.</li> <li>Identifying the consultancy assignment &amp; client presentation in managing future consulting opportunities.</li> </ul>



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MBA 434	Disaster Management	<ul style="list-style-type: none"> <li>• Outline an overview of Natural Disaster Management.</li> <li>• Assess the skill development for disaster Management.</li> <li>• Discuss the steps in project rescue.</li> <li>• Analyze the Leader's Role in emotional intelligence.</li> <li>• Examine the ethics and social responsibility.</li> </ul>
MBA 435	Human Resource Information System	<ul style="list-style-type: none"> <li>• Outline information about interface between HR &amp; IT.</li> <li>• Discuss the logical process modeling.</li> <li>• Analyze the various issues of HRIs .</li> <li>• Asses HRIs &amp; Functional Areas of HR.</li> <li>• Evaluate performance and compensating management in organization .</li> </ul>
MBA 440	Total Quality Management	<ul style="list-style-type: none"> <li>• Outline the overview of TQM and identify the different components of quality.</li> <li>• Discuss the role of functional department in TQM.</li> <li>• Assess and manage the process quality in the organization.</li> <li>• Identify the role and importance of quality in customer satisfaction.</li> </ul>



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		<ul style="list-style-type: none"> <li>• Demonstrate the ISO certification procedures in the organization.</li> </ul>
MBA 441	Production Planning & Control	<ul style="list-style-type: none"> <li>• Outline the overview of production planning and different control procedures in the organization.</li> <li>• Discuss the application of routing &amp; scheduling in production planning.</li> <li>• Identify the different type of production system and control technique.</li> <li>• Assess the different stages of production control.</li> <li>• Discuss different types of computer aided production planning and computer systems.</li> </ul>
MBA 442	Project Management	<ul style="list-style-type: none"> <li>• Outline the concept of project management and discuss the project feasibility Analysis.</li> <li>• Discuss the market Analysis and evaluate social cost Benefit Analysis.</li> <li>• Identify the different networking techniques used in project construction.</li> <li>• Explain the concept of GERT simulation and its application in</li> </ul>





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		<p>project management.</p> <ul style="list-style-type: none"> <li>• Prepare the project organization and project costing.</li> </ul>
MBA 450	Hospital Administration – II	<ul style="list-style-type: none"> <li>• Outline the overview of outpatient services and Trauma care in hospital.</li> <li>• Demonstrate the inpatient services and functions of OT/ICU in the hospital.</li> <li>• Explain the diagnosis procedures in the hospital.</li> <li>• Identify the role of engineering service in Hospital.</li> <li>• Discuss the various supporting services in Hospital.</li> </ul>
MBA 451	Quality Management in Hospital	<ul style="list-style-type: none"> <li>• Outline the entrepreneurial framework and explore their personality traits.</li> <li>• Explain the EDP Training Programmer and institutions.</li> <li>• Identify the problems of women entrepreneur and face the challenges with Governmental support.</li> <li>• Analyze and formulate a business plan.</li> <li>• Assess the financial institutions and a roadmap to utilize the various incentives schemes.</li> </ul>



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MBA 452	Marketing of Hospital Services	<ul style="list-style-type: none"> <li>• Outline the concept of service of service marketing and identify different service mix components for hospital.</li> <li>• Discuss the procedure for planning and development of new services in the hospital.</li> <li>• Asses the different type of pricing methods and franchise in hospital service.</li> <li>• Identify the promotion and communication mix for hospital services.</li> <li>• Analyze the role and importance of people, process and physical evidence in hospital service.</li> </ul>
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