PG DEPARTMENT OF MANAGEMENT
MBA- NEP

PROGRAM OUTCOMES (POs)

PO1 : Demonstrate the ability of the future leaders' to express their creative and logical ideas to make decisions and to develop value based leadership skills to solve the issues in par with the changing business scenario.

PO2 : Develop the methods and strategies with real time scenario to resolve the key issues so as to identify more entrepreneurial opportunities to shape their successful career.

PO3 : Analyse and develop creative and innovative approaches to act as efficient leader in managing the global business with diversified work environment and with cross cultural understanding by holding professional ethics, values and social responsibility.

PO4 : Apply modern techniques to update business professionalism and entrepreneurial ethics for the continuous improvement and overall development of firm and the society.

PO5: Adapt various communication methods with updated technology (Social networks, digital platforms etc) for the articulation of ideas and opinions, to enhance effective communication in all aspects of business.

PO6: Devise and implement various leadership techniques with high level knowledge and quality to lead the team for the sustainable development and success of the organisation.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO1 : Basic Knowledge

Impart the students with basic knowledge of the concepts related to management and global business and to apply new skills and competencies to adapt to the changing competitive business.

PSO2: Problem Solving

Cultivate the ability to think critically and logically to make sound decisions for business success by evaluating their potentiality by means of drafting simple solutions for complex managerial problems.

PSO3: Ethics and Values

Inculcate a spirit of professionalism among the graduates, towards the Ethics and Social Commitment to add more value to the society through their behaviour

PSO4: Communication Efficiency

Assess multi-disciplinary skills like communication, leadership, professional and other technical and competency skills required to match the changing trends, for the growth of the organisation
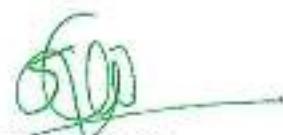
PRINCIPAL

ST. FRANCIS COLLEGE
Koramangala
Affiliated to Bengaluru City University

PG DEPARTMENT OF MANAGEMENT
MBA
COURSE OUTCOMES (COs)
I SEM MBA

1.1 MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

CO1 :Demonstrate their conceptual skills, understanding and application of principles and functions of management, managerial actions of planning

CO2 :Demonstrate their ability in applying the managerial and behavioural concepts in real time problems Demonstrate the entrepreneurial process and recognize the core role of creativity and innovation in managing the entrepreneurial process effectively

1.2 MANAGERIAL ACCOUNTING :

CO1 : To familiarize the students with financial statements and principles underlying them and to develop their skills in reading Annual Reports. To lay a foundation for developing student's skills in interpreting financial statements

CO2 :To familiarise the students with cost records / statements and principles underlying them and to develop their skills in understanding and appreciating cost information. To develop an appreciation about the utility of cost information as a vital input for management information and decision making process.

1.3 BUSINESS PLANNING AND REGULATIONS

CO1 : Demonstrate an understanding of the Legal Environment of Business

CO2 : Apply basic legal knowledge to business transactions.

1.4 ECONOMICS FOR BUSINESS DECISIONS

CO1. :Have micro and macro-economic perspective to understand the under pinning of management.

CO2 :Be able to apply Economics principles and concepts in making Managerial Decisions

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1.5 BUSINESS STATISTICS :

CO1 : . At the end of this course, students will achieve statistical literacy and will be able to find ways to move beyond the-what of statistics to the how and why of statistics.

CO2 : The techniques and tools used to come at different decisions.

CO3: The various analytical techniques that can be for decision making

1.6 MARKETING MANAGEMENT

CO1 :Demonstrate the basic concepts about marketing management and the marketing process and describe the environmental forces that affect the company's ability to serve its customers.

CO2 : Use a company's resources to increase its customer base, improve customer opinions of the company's products and services and increase the company's perceived value.

1.7 EMPLOYABILITY SKILL DEVELOPMENT – 1

CO1 : Demonstrate Employability skills required for business situations.

CO2 : Inculcate potential skills to communicate effectively, take initiative, solve problems, and demonstrate a positive attitude, inter-personal skills so as to hold a good impression and positive impact.

II SEM MBA

2.1 ENTREPRENEURSHIP AND START-UP MANAGEMENT

CO1 : Demonstrate the entrepreneurial process and recognize the core role of creativity and innovation in managing the entrepreneurial process effectively
CO2 :Demonstrate the issues and decisions involved in financing and growing the new venture

2.2 BUSINESS RESEARCH METHODS :

CO1 : Demonstrate proficiency in defining a research problem, identifying variables or phenomena identifying research designs and developing purpose statements, research questions ,hypothesis and data collection.

CO2 : Demonstrate proficiency in developing a research methodology for qualitative or quantitative designs, using appropriate statistical methods for data analysis

2.3 MANAGING HUMAN RESOURCE :

CO1 : Define a comprehensive Human resources management strategy within both entrepreneurial and non-profit organisations ,also on an international scale

CO2 : Plan and implement end to end human resource management process from-recruitment, selection, training, compensation, personnel development, evaluation and manage industrial relations.

2.4 BUSINESS ANALYTICS :

CO1 : Describe how analytics are powering consumer applications and creating a new opportunity for entrepreneurship for analytics
CO2 : Demonstrate understanding on the areas and application of analytics

2.5 FINANCIAL MANAGEMENT :

CO1 : The student will exhibit the conceptual understanding of various steps involved in raising,allocation and distribution finance.

CO2 : The student will be able to apply concepts learnt to demonstrate the understanding of thepublished reports of business firms and companies and also demonstrate the ability to draw
meaningful conclusion bout the financial performance of business firms and companies.

2.6 PRODUCTION AND OPERATIONS RESEARCH :

CO1 : The students acquire quantitative approach to problem solving and an intuition aboutsituations where such an approach is appropriate.
CO2 : The emphasis will be on the concepts and application rather than derivations.

2.7 SOFT CORE -EMPLOYABILITY SKILL DEVELOPMENT-II :

CO1 : Become self-confident individuals by mastering communication skills, interpersonal skillsand IT skills
CO2 : Demonstrate an understanding of employability skills and will he able to prepare astructured resume,Handle group discussions and interviews effectively.

III SEM MBA

3.1 STRATEGIC MANAGEMENT AND BUSINESS ETHICS

CO: By the end of this course, a student would learn Identifying Strategic alternatives,Applying Ethical corporate behavior and Governance Mechanism

3.2 FINANCE

3.2.1 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

CO1 : Identifying investment goals and constraints

CO2 : Identifying investment alternatives

CO3 : Choosing the best / suitable alternative

CO4 : Portfolio management

3.2.2 CORPORATE TAXATION FOR MANAGERS

CO 1:The taxonomy of taxation and GST in India.

CO2 : Computation of income tax liability of a corporate entity and the strategies for legally reducing tax burden.

3.2.3 CORPORATE VALUATION AND FINANCIAL MODELING

CO1 :To understand the corporate valuation background, importance and process.

CO2 : To develop analytical skills to compute different corporate valuation techniques

CO3 : To understand the corporate restructure methods and its importance

CO4 :To compute and evaluate the value of business for M&A decision

CO5 :To formulate the analytical skills to apply compute valuation methods as financial modelling

3.3 MARKETING :

3.3.1 RURAL AND GREEN MARKETING

CO : At the end of the course, the student must develop interest towards rural and green marketing As a student, future manager and entrepreneur one should be aware of challenges and opportunities in the area of rural and green marketing.

3.3.2 BUSINESS AND SOCIAL MARKETING

CO : At the end of the course, student must be able to understand the essential components of Business Marketing and will be able to serve B2B customers successfully and also learns to design Social marketing programmes and implement it successfully.

3.3.3 CONSUMER BEHAVIOUR AND NEUROMARKETING

CO1 : To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.

CO2 :To get an exposure to different neuro marketing techniques and understand the benefits and limitations of these techniques.

3.4 HUMAN RESOURCES :

3.4.1 PERFORMANCE MANAGEMENT AND COMPETENCY MAPPING:

CO : At the end of the course, students will be able to demonstrate knowledge and skills in the contemporary aspects of performance management and competency mapping and will be able to design the appropriate system in an organization

3.4.2 TALENT MANAGEMENT AND EMPLOYEE ENGAGEMENT :

CO : On completion of the course, the students will be able to feel committed to their organization's goals and values and motivated to contribute to organizational success, whilst at the same time enhancing their own sense of wellbeing

3.4.3 LEARNING AND DEVELOPMENT

CO1 : Design and implement training need analysis based on the needs of an organization.

CO 2. Implement different types of training methods depending upon the requirement of the organization

CO 3. Evaluate the effectiveness of the training programmes conducted in the organization

3.7 BUSINESS ANALYTICS

3.7.1 Business Intelligence

CO1 : Understand and describe the fundamentals of business intelligence

CO2 : Implement the process of business intelligence to make better business decisions.

CO3 : Explain the issues and challenges associated with business intelligence.

CO4 : Analyse the emerging trends in Business Intelligence

3.7.2 PREDICTIVE ANALYTICS USING R

CO : By successfully completing the course the students will be able to examine the data for model fitness and ETL process and to formulate and evaluate the prediction using regression, time series analysis, neural networks and decision tree model.

OPEN ELECTIVE

3.8 CYBER SPACE

CO 1. Conversant With The Social And Intellectual Property Issues Emerging From Cyberspace.

CO 2. Explore The Legal And Policy Developments In Various Countries To Regulate Cyberspace

CO 3. Develop The Understanding Of Relationship Between Commerce And Cyberspace

IV SEM MBA

4.1INTERNATIONAL BUSINESS :

CO : By the end of the course, the students must have increased confidence to take up a career in international business..

4.2 FINANCE :
4.2.2 INTERNATIONAL FINANCIAL MANAGEMENT :

CO : After completing this course, students should be able to- Analyse the global financial environment, currency system, relationship between economies and its impact on international transactions and understand functioning of international financial markets.

4.2.3 DERIVATIVES AND RISK MANAGEMENT :

CO : By the end of this course, a student is expected to understand Risks associated stocks and commodities and how to minimise it by using derivatives as a risk management tool

4.3 MARKETING
4.3.2. SERVICES MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT.

CO1 Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty.

CO2 : Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.

CO3 : Recognise the challenges faced in services delivery as outlined in the services gap model. To use strategic customer acquisition and retention techniques in CRM.

4.3.3. INTEGRATED MARKETING COMMUNICATION AND DIGITAL MARKETING :

CO : At the end of the course students will be infused with an interest to build their career in the area of advertisement and related field and will understand the importance of internet marketing and start building their portfolio to get themselves eligible at an entry level in this emerging field.

4.4 HUMAN RESOURCES

4.4.2. STRATEGIC HRM :

CO : Students will have a better understanding of the tools and techniques used by organizations to meet these challenges

4.4.3. INDUSTRIAL RELATIONS AND HR AUDIT :

CO1 : By the end of this course the student would learn basic knowledge of the Indian Industrial Relations System and its distinctive features.
CO2 : Students would learn the importance of HR Audit in Organisation.

4.7 BUSINESS ANALYTICS

4.7.2. DATA VISUALIZATION AND BUSINESS REPORTING USING TABLEAU :

CO1 : Understand and describe the main concepts of data visualization.
CO2 : Understand the best practices of data visualization and how to apply them to solve analytics problems.
CO3 : Create ad-hoc reports, data visualizations, and dashboards in Tableau
CO4 : Apply business analytics using tableau that support the decision making in business operations

4.7.3. EMERGING TECHNOLOGIES AND FUTURE SKILLS FOR BUSINESS LEADERS

CO1 : Develop the new emerging technologies and their potential for business functions.
CO2 : Understand the application of Artificial Intelligence, Machine learning and Deep Learning.
CO3 : Understand the application of Cloud computing, IoT and 3 D Printing, Robotics, Blockchain, Cryptocurrency
CO4 : Apply data privacy tools and understand cyber security.