

# DEPARTMENT OF MANAGEMENT STUDIES

Dr. C.S. RAO P.G. CENTRE: SRI Y.N. COLLEGE (AUTONOMOUS)

Narsapur

## M.B.A



❖ PROGRAMME OUTCOMES (POs)

❖ PROGRAMME SPECIFIC OUTCOMES (PSOs)

❖ COURSE OUTCOMES (COs)

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**PROGRAMME OUTCOMES (POs)**

On successful completion of the MBA programme the students would –

1. Acquire the theoretical as well as practical knowledge about different aspects of the business management which prepare them to work in the public and private organisations at executive level positions.
2. Obtain the ability to identify, formulate and provide innovative solutions to the real world complex business problems.
3. Get the ability to identify entrepreneurial opportunities and leverage managerial skills for managing start-ups as well as professionalizing and growing business at National and International levels.

**PROGRAMME SPECIFIC OUTCOMES (PSOs)**

The study of MBA Programme will enable the students to:

1. Gain Managerial and Entrepreneurial aptitude and skills
2. Develop planning and decision-making skills
3. Acquire cognitive and behavioural skills
4. Improve organising and leading skills
5. Comprehend the national and global business environment in the right perspective
6. Develop a holistic view of the business, industry and economy.

# **COURSE OUTCOMES (COs)**

## **I SEMESTER**

### **CP 101: PERSPECTIVES OF MANAGEMENT**

**CO:** After studying the Course the students will get familiarized with the Principles, Theory, Process and Practice of Management.

### **CP 102: ACCOUNTING FOR MANAGEMENT**

**CO:** After studying the Course the students will get an insight into the principles and techniques of accounting and their utilization in business planning and Decision-making.

### **CP 103: BUSINESS ENVIRONMENT**

**CO:** After studying the Course the students will get familiarized With the National and International business environments and their Implications to business.

### **CP 104: MANAGERIAL ECONOMICS**

**CO:** After studying the Course students will comprehend the economic Concepts and theories and their applications in Management decision- Making.

### **CP 105: MANAGERIAL COMMUNICATION SKILLS**

**CO:** After studying the Course the students will get familiarized with the principles, techniques and skills of Communication.

### **CP 106: ORGANISATIONAL BEHAVIOUR**

**CO:** After studying the Course the students will get familiarize with the levels of organizational behaviour, group dynamics, conflicts, change and Organisational culture.

### **CP 107: QUANTITATIVE TEACHNIQUES FOR MANAGEMENT**

**CO:** After studying the Course the students will get an insight into the Statistical and Mathematical techniques and their applications in business decision making.

## **II SEMESTER**

### **CP 201: MARKETING MANAGEMENT**

**CO:** After studying the Course students the will get an understanding of the Concepts, process and strategies of Marketing management.

### **CP 202: FINANCIAL MANAGEMENT**

**CO:** After studying the Course the students will get familiarized with the basic Process, decisions and techniques of Financial Management.

### **CP 203: HUMAN RESOURCE MANAGEMENT**

**CO:** After studying the Course the students will get an insight into the basic Concepts of Human Resource Management and the various functions of HRM including Industrial Relations in the liberalized environment.

### **CP 204: OPERATIONS MANAGEMENT**

**CO:** After studying the Course the students will get familiarized with the decision making process and various aspects of Production and Operations Management.

### **CP 205: OPERATIONS RESEARCH**

**CO:** After studying the Course the students will get familiarized with the application of the Operations Research tools in the business decision making.

### **CP 206: COMPUTER APPLICATIONS IN MANAGEMENT**

**CO:** After studying the Course the students will get an insight into the Basic features of Computer Systems and their Application in the Managerial Decision Making.

### **CP 207: RESEARCH METHODOLOGY FOR MANAGEMENT**

**CO:** After studying the Course the students will get an insight into the basic process and techniques of Research Methodology for the purpose of Management decision making and for conducting Research different levels.

### **III SEMESTER**

#### **CP 301: ENTREPRENEURSHIP**

**CO:** After studying the Course the students will get familiarized with the Principles and process of Entrepreneurship and become enthused to float start- Ups

#### **CP 302 VUCA Management**

**CO:** After studying the Course the students will become aware of the Volatile, Uncertain, Complex and Ambiguous nature and challenges of the Business environment and would be able to design appropriate strategies to combat the challenges.

#### **CP 303: CORPORATE LEGAL FRAMEWORK**

**CO:** After studying the Course the students will get an exposure to the corporate laws affecting the operations of business enterprises.

#### **FM 304: FINANCIAL MARKETS AND SERVICES**

**CO:** After studying the Course the students will gain an in-depth knowledge and skills in the Concepts and Practical dynamics of Financial Markets and Financial Services.

#### **FM 305: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**CO:** After studying the Course the students will get an Insight into the Concepts and Practical applications of Security Analysis and Portfolio Management and gain practical skills to operate as Security Analysts and Share Consultants.

**MM 304 – CONSUMER BEHAVIOUR AND CUSTOMER  
RELATIONSHIP MANAGEMENT**

**CO:** The study of the Course will enable the students to comprehend the totality and Dynamics of Consumer Behaviour and design suitable CRM strategies.

**MM 305: SERVICES MARKETING**

**CO:** On completion of the Course the students will get exposed and enabled to design effective strategies for Services Marketing.

**HRM 304: INDUSTRIAL RELATIONS**

**CO:** After studying the Course the students will get familiarized with the Dynamics of Industrial Relations and would emerge as effective HR Managers.

**HRM 305: COMPENSATION AND WELFARE MANAGEMENT**

**CO:** The study of this Course will expose the students to the Concepts and Strategies of Compensation and Welfare Management and enable them to design conducive compensation packages in the corporate world.

## **SEMESTER – IV**

### **401: STRATEGIC MANAGEMENT**

**CO:** On completion of the Course the students will gain the knowledge of different corporate competitive strategies and emerge as strategists to transform companies into strategic organisations.

### **FM 402: FINANCIAL DERIVATIVES**

**CO:** After studying the Course the students will get an insight into the Concepts and Practical applications of derivatives in the Security markets and would emerge as the Share Consultants with expert Knowledge.

### **FM - 403: BEHAVIORAL FINANCE**

**CO:** After studying the Course the students will get an Corporate Investment Decision Making under Risk and Uncertainty and also various Psychological and Neuropsychological factors of investors that result in their investment behaviours.

### **FM - 404: INTERNATIONAL FINANCIAL MANAGEMENT**

**CO:** After studying the Course the students will get familiarized with the Issues, instruments and institutions of the International Financial Management that would help them to take up global business successfully.



### **MM 402: SALES AND DISTRIBUTION MANAGEMENT**

**CO:** On completion of the Course the students will get insights into the issues of personal selling, prospecting and managing of field Sales Force and physical distribution and logistics.

### **MM – 403: ADVERTISING AND BRAND MANAGEMENT**

**CO:** After studying the Course the students will get an insight into the Concepts and Practical applications of Advertising and Brand Management and emerge as Advertising Designers.

### **MM - 404: RETAIL MANAGEMENT**

**CO:** The study of this Course will bestow the students with the knowledge and Practical skills of managing organized Retail Stores and Malls.

### **HRM 402: PERFORMANCE MANAGEMENT AND COUNSELLING**

**CO:** After studying the Course the students will get an insight into the Strategies of Performance Management and Counselling

### **HRM - 403: STRATEGIC HUMAN RESOURCE MANAGEMENT**

**CO:** After studying the Course the students will get familiarized with the Concepts and issues of Strategic Human Resource Management.

## **HRM - 404: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

**CO:** On completion of the Course the students will be endowed with the concepts and strategies of International Human Resource Management and emerge as Vibrant HR Managers in the MNCs.