

DEPARTMENT OF MANAGEMENT STUDIES

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

M.B.A

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 indentify, formulate and provide innovative solutions to the real world complex business problems.
3. Get the ability to indentify 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:

14. Gain Managerial and Entrepreneurial aptitude and skills
15. Develop planning and decision-making skills
16. Acquire cognitive and behavioural skills
17. Improve organising and leading skills
18. Comprehend the national and global business environment in the right perspective
19. Develop a holistic view of the business, industry and economy.

COURSE OUTCOMES(COs)

CP 101: PERSPECTIVES OF MANAGEMENT

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

CP 102: ACCOUNTING FOR MANAGEMENT

Course Outcome: 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

Course Outcome: 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

Course Outcome: After studying the Course students will comprehend the economic concepts and theories and their applications in Management decision-making.

CP 105: MANAGERIAL COMMUNICATION SKILLS

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

CP 106 ORGANISATIONAL BEHAVIOUR

Course Outcome: After studying the Course the students will get familiarized with the levels of organizational behaviour, group dynamics, conflicts, change and organisational culture.

CP 107: QUANTITATIVE TECHNIQUES FOR MANAGEMENT

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

CP 201 :MARKETING MANAGEMENT

Course Outcome: After studying the Course students they will get an understanding of the concepts, process and strategies of Marketing management.

CP 202: FINANCIAL MANAGEMENT

Course Outcome: After studying the Course the students will get familiarized with the basic process, decisions and techniques of Financial Management.

CP 203: HUMAN RESOURCE MANAGEMENT

Course Outcome: 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

Course Outcome: 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

Course Outcome: 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

Course Outcome: After studying the Course the students will get an insight into the basic features of Computer Systems and their Applications in the Managerial Decision Making.

CP 207: RESEARCH METHODOLOGY FOR MANAGEMENT

Course Outcome: 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 at different levels.

III SEMESTER

CP 301: ENTREPRENEURSHIP

Course Outcome: 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

Course Outcome: 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

Course Outcome: 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

Course Outcome: 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

Course Outcomes: 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

Course Outcome: 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

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

HRM 304: INDUSTRIAL RELATIONS

Course Outcome : 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

Course Outcome: 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

Course Outcome: 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

Course Outcome: 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: Banking and Insurance

Course Outcome: On completion of the Course the students would be equipped with the knowledge of the structure and functioning of the Banking and Insurance Industries and would facilitate them to take up carriers in the Banking and Insurance fields

FM - 404: INTERNATIONAL FINANCIAL MANAGEMENT

Course Outcome: 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

Course Outcome: 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

Course Outcome: 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

Course Outcome: 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

Course Outcome: After studying the Course the students will get an insight into the strategies of Performance Management and Counselling

HRM - 403: STRATEGIC HUMAN RESOURCE MANAGEMENT

Course Outcome: 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

Course Outcome: 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.