

BLDE Association's
A.S. PATIL COLLEGES OF COMMERCE (AUTONOMOUS), VIJAYAPUR
MBA PROGRAMME
PROGRAMME OUTCOMES, PROGRAMME SPECIFIC OUTCOMES AND COURSE
OUTCOMES

PROGRAMME OUTCOMES (PO):

PG Programme: MBA

- PO1:** Apply knowledge of management theories and practices to solve business problems.
- PO2:** Analytical and critical thinking abilities for data-based decision making.
- PO3:** Demonstrate leadership skills.
- PO4:** Be able to carry out Research using literature and identify and analyze management research problems.
- PO5:** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO6:** To understand and be conscious of the impact of managerial decisions on the triple bottom- line Profits, People and Planet.
- PO7:** Be adept at analyzing and applying theoretical constructs to various diverse business scenarios.
- PO8:** Determine the entrepreneurial skills.
- PO9:** Choose the best possible investment decisions for an enterprise.
- PO10:** Engage in independent and life-long learning.


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PROGRAMME SPECIFIC OUTCOMES (PSO):

- PSO1:** To prepare graduates who will design business solutions for problems across the various functional domain of Management.
- PSO2:** To prepare graduate who will contribute to the growth and development of the society through their research acumen and entrepreneurial skills.
- PSO3:** To prepare job ready graduates who are equipped with the requisite interpersonal skills and aptitude
- PSO4:** Nurturing industry ready professionals with business and management acumen. who shall hold high degree of human values and social consciousness in their professional and personal lives.
- PSO5:** Empowers students to demonstrate the ability to innovate, the ability to execute the most daunting of challenges in the most trying of circumstances.
- PSO6:** Helped to create synergies amongst the most diverse set of variables and the ability to continuously learn, improvise, adapt, energize, excel and grow.
- PSO7:** Encourage student on their professional development plans by reflecting on their learning and Summer Internship experiences.
- PSO8:** Providing a Strong analytical foundation in key functional areas and the other, enabling a high degree of academic flexibility, thereby allowing students to customize their MBA experience.



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COURSE OUTCOME (CO):

MBA I Semester

PRINCIPLES OF MANAGEMENT:

- CO1:** Understand the concepts related to Business.
- CO2:** Demonstrate the roles, skills and functions of management.
- CO3:** Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
- CO4:** Understand the complexities associated with management of human resources in the Organizations and integrate the learning in handling these complexities.

ECONOMICS FOR MANAGERS:

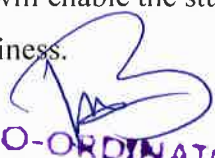
- CO1:** Analyze real-world business problems with a systematic theoretical framework.
- CO2:** Understand the roles of managers in firms.
- CO3:** Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.


BUSINESS STATISTICS:

- CO1:** Students will identify the source of a quantifiable problem, recognise the issues involved and produce an appropriate action plan.
- CO2:** Students will distinguish between different statistical techniques and applications.
- CO3:** Students will employ appropriate statistical tools to solve problems.

ACCOUNTING FOR MANAGERS:

- CO1:** Recognize and understand ethical issues related to the accounting profession.
- CO2:** Employ critical thinking skills to analyse financial data as well as the effects of differing financial accounting methods on the financial statements.
- CO3:** It will facilitate the participant's inenchaning their analytical power to make rational decision related to business.
- CO4:** It will enable the students to deal more effectively with strategic options for their business.


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MARKETING MANAGEMENT:

- CO1:** Understand common strategies for use with each of the various marketing mix tools: product, pricing, promotion, and distribution
- CO2:** Understand the importance in business practice of being marketing oriented
- CO3:** Apply, illustrate, and discuss different marketing strategies.

BUSINESS LAW:

- CO1:** Students will demonstrate an understanding of how to conceptualize, identify and quantify business risk.
- CO2:** Students will be able to identify the fundamental legal principles behind contractual Agreements.
- CO3:** Students will demonstrate an understanding of the nature and importance of major laws, regulations and cases that constitute the current Indian legal framework.


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MBA II SEMESTER:

QUANTITATIVE TECHNIQUES:

- CO1:** Knowledge and understanding - Be able to understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.
- CO2:** Cognitive skills (thinking and analysis) - Be able to build and solve Transportation Models and Assignment Models.
- CO3:** Communication skills (personal and academic). - Be able to design new simple models. like: CPM to improve decision –making and develop critical thinking and objective analysis of decision problem.

FINANCIAL MANAGEMENT:

- CO1:** Understand the role of financial management in business organizations.
- CO2:** Analyze the finances of individual companies in terms of their performance and capital requirements.
- CO3:** Have a greater appreciation and understanding of the importance of financial decision making.
- CO4:** Apply principles of capital budgeting.

HUMAN RESOURCE MANAGEMENT:

- CO1:** This course will explain the importance of human resources and their effective management in organizations.
- CO2:** Enable the learner to administer the human resource activities such as recruitment, selection, compensation, appraisal, career planning, training etc.
- CO3:** Ability to handle employee issues and evaluate the new trends in HRM


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ORGANIZATIONAL BEHAVIOUR:


- CO1:** The students will develop an understanding of key organizational behaviour concepts and how they can be applied to the world of work.
- CO2:** Integrate relevant theories, evidence from research and business data to analyse the impact of organisational behaviour issues on organizational change & strategic business decisions for organizational effectiveness.
- CO3:** Communicate effectively in oral and written forms about organizational behavior theories and their application using appropriate concepts, logic and rhetorical conventions.

MANAGEMENT INFORMATION SYSTEMS (MIS) :

- CO1:** Understand and apply core knowledge in Management Information Systems (MIS).
- CO2:** Identify and analyse requirements for information systems.
- CO3:** Understand and apply design principles in Information Systems.
- CO4:** Understand and apply system development & project management principles.
- CO5:** Effectively evaluate technology alternatives to solve problems in an MIS context.
- CO6:** Effectively communicate to both business and IT professionals.

BUSINESS RESEARCH METHODS:

- CO1:** Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
- CO2:** Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
- CO3:** Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
- CO4:** Conceptualize the research process
- CO5:** Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries


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MBA III SEMESTER:

STRATEGIC MANAGEMENT:

- CO1:** Enable students to think strategically about company and foresee the business scenario.
- CO2:** Provide students with stronger understanding in strategy formulation & implementation.
- CO3:** Equip budding managers to implement and execute company strategies with reference to Industry 4.0

PROJECT AND OPERATIONS MANAGEMENT:

- CO1:** Students will know various aspects in carrying out the new projects and operations.
- CO2:** Develop a suitable budget for a new project.
- CO3:** Various business and job opportunities in project and operations management.


A – MARKETING SPECIALIZATION

SERVICES MARKETING:

- CO1:** Identify the special management issues and unique challenges involved in marketing and managing services.
- CO2:** Aids students to understand the expectations of customers and know how to translate this knowledge into genuine value for customers.
- CO3:** Interpret service behavior and service consumption in the light of service-dominant marketing logic and articulate the outcome to service marketing management.
- CO4:** Understand current research trends in services marketing and management.

SALES, DISTRIBUTION AND LOGISTICS MANAGEMENT:

- CO1:** Able to understand the role of selling in all industries.
- CO2:** Able to understand how a career in sales could be very lucrative and describe how the intensity of their effort will usually coincide with their results and success.
- CO3:** Able to understand the responsibility of sales force.
- CO4:** Able to utilize sales skills.


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INDUSTRIAL MARKETING:

- CO1:** The *Industrial Marketing* is the science that complements and further develops the knowledge of students in the subject of marketing.
- CO2:** Apply relevant *marketing* theory, inquiry and analysis skills to contemporary case Studies and communicate *outcomes* .
- CO3:** Learn and business Marketing skills to apply in industrial (B2B) markets

CONSUMER BEHAVIOUR:

- CO1:** Learn key concepts and theories of consumer behavior.
- CO2:** Learn psychological theories relevant for understanding consumer behavior.
- CO3:** Learn how different aspects of the environment influences consumer behavior.
- CO4:** Learn what marketing strategy is and how it influences consumer behavior.


B – FINANCE SPECIALIZATION

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT:

- CO1:** Describe the general structure of various financial markets.
- CO2:** Students will understand the characteristics of different financial assets and will be capable of buying and selling these assets in financial markets.
- CO3:** Use various tools of fundamental and technical analysis for stock selection.
- CO4:** Build a diversified portfolio and assess portfolio performance.

INTERNATIONAL FINANCIAL MANAGEMENT:

- CO1:** Understand and explain basic concepts of international financial management and solve problems on foreign exchange determination.
- CO2:** Know foreign exchange exposure measurement and management and analyse and Evaluate risk and return in international foreign exchange.
- CO3:** Understand the functioning of world financial markets.
- CO4:** Design the Swap arrangements and determine the costs and benefits of different Swaps.


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FINANCIAL MARKETS & INSTITUTIONS:

- CO1: Make an informed judgement about whether or to what extent a financial market satisfies the conditions of an efficient market
- CO2: Identify the main factors that could detract from that efficiency.
- CO3: To know about the eligibility criteria for seeking membership at BSE & NSE.

WORKING CAPITAL MANAGEMENT:

- CO1: Understand the various basic concepts of working capital management.
- CO2: Analyzing the financial performance of a company.
- CO3: Evaluate working capital effectiveness of a company based on its operating and cash conversion cycles and compare the company's effectiveness.
- CO4: Application of working capital management techniques


C – H.R. SPECIALIZATION

ORGANIZATIONAL DEVELOPMENT & INSTITUTION BUILDING:

- CO1: Learn to understand the need for developing the organisations.
- CO2: To understand the concepts and models in organization development.
- CO3: To be able to judge and understand the need for diversity.
- CO4: Learn and understand different interventions required for development.

HUMAN RESOURCE DEVELOPMENT:

- CO1: After completion of this course students will be able to describe the role of HRD in Building competencies of employees through HRD interventions.
- CO2: They will be able to analyze the role of HRD climate and culture to maintain Performance of employees and retain talent in dynamic organizations
- CO3: The students should be able to apply the principles and techniques as professionals for developing human resources in an organization


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LEGAL ENVIRONMENT AND INDUSTRIAL RELATIONS:

- CO1: Understand the sources of Industrial law in India with and implication to business.
- CO2: Understand some basic laws that can be used to solve employee & employer problems in Industry.
- CO3: Appreciate the ethical dimensions of the role of Managers, Lawyers, and the functioning of law and legal systems applicable to Industry set up in Indian context.

GROUP DYNAMICS & LEADERSHIP:

- CO1: Analyze the features and developmental stages of groups and team process.
- CO2: Critically evaluate and discuss the tools needed for effective communication in a variety of group scenarios.
- CO3: Gain knowledge and understanding of leadership foundational theories and models.
- CO4: Cultivate a sense of self-awareness through identifying a leadership vision, mission, style and values


D – INFORMATION SCIENCE SPECIALIZATION

ENTERPRISE RESOURCE PLANNING:

- CO1: Understand the concepts and importance of ERP system.
- CO2: Understand ERP market and vendors.
- CO3: They should be able to understand the concept ERP implementation

E-COMMERCE & WEB DESIGNING:

- CO1: The fundamental principles of e-Business and e-Commerce and the role of Management,
- CO2: The underlying used technologies with emphasis on Internet Technologies, and
- CO3: The application of tools and services to the development of small scale e-Commerce applications.


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COMPUTER NETWORKS AND INTERNET MANAGEMENT:

- CO1: Understanding on the concepts and models in computer networks
- CO2: Different modes of technology based communication.
- CO3: Security aspects of network communications.


E – PRODUCTION AND OPERATION MANAGEMENT SPECIALIZATION

INTEGRATED MATERIALS MANAGEMENT:

- CO1: Students will know how large industries store and maintain all the materials.
- CO2: The students understand the meaning of materials management and are able to manage and plan material flows and related information flows as part of the company's logistics process.
- CO3: Students understand the connection between company's internal materials management and the network in supply chain

BUSINESS PROCESS REENGINEERING:

- CO1: Students will know how to analyze business processes from 360° – The tactical, operational and strategic perspectives
- CO2: Understand what Business Process Reengineering
- CO3: Analyze & select processes for reengineering
- CO4: Apply reengineering technique
- CO5: Design & implement the new process
- CO6: Use tools & techniques for continuous improvement


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MANAGEMENT OF TECHNOLOGY:

- CO1:** Describe and assess tools, techniques, and strategies of the management of technology and innovation.
- CO2:** Examine the management of technology from the perspective of research and development, new product development, production, operations, finance, commercialization and strategy.
- CO3:** Analyze the high levels of complexity and risk associated with the management of technology and develop company strategies.

ADVANCED PRODUCTION PLANNING AND CONTROL:

- CO1:** Describe (identify/write) the various components that make up the manufacturing planning and control system and the interaction among them.
- CO2:** Develop the models that are applicable for supply chain inventory management, including those for quantity discounts, safety stocks, and order quantity and reorder point interactions.
- CO3:** Develop the algorithms that are appropriate for solving single-machine, two-machine, parallel-machines and flow shop scheduling problems.
- CO4:** Show how (i) the material requirement plans, manufacturing resource plans, and capacity requirement plans can be developed, and (ii) lot sizing decisions can be made for a manufacturing system.
- CO5:** Describe the issues concerning Just-in-Time (JIT) manufacturing and its benefits.


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MBA IV SEMESTER:

ENTREPRENEURSHIP DEVELOPMENT & BUSINESS ETHICS:

- CO1: Students will gain knowledge & skills needed to start and run a business.
- CO2: Understand various institutions supporting in the development of entrepreneurs.
- CO3: Understand ethical issues in workplace & how to make ethical decisions in business.

INTERNATIONAL BUSINESS MANAGEMENT:

- CO1: Learn about international Business environment, and trading system.
- CO2: Develop an international marketing plan, and strategies to enter global market.
- CO3: Learn how international factors affect domestic concerns
- CO4: Learn about regional economic integration and importance.


A – MARKETING SPECIALIZATION


INTERNATIONAL MARKETING:

- CO1: Be able to apply relevant business skills and as well understand the International scenario.
- CO2: Be able to show a market-oriented, global, entrepreneurial and sustainable mind-set.
- CO3: To develop and apply various international marketing strategies to the businesses.

RETAIL MANAGEMENT:

- CO1: Demonstrate the ability to identify & understand basic theories, principles, practices & terminology related to each functional area of business in retail.
- CO2: Demonstrate the ability to perform the functions appropriate to each function area of business in retail.
- CO3: Understand the ways the retailers use marketing tools & techniques to interact with their customers.
- CO4: Demonstrate competency in communicating effectively using oral, written & non-verbal techniques, to include the use of technology in gathering & presentation of information.


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ADVERTISING AND BRAND MANAGEMENT:

CO1: Able to (explain) understand the role of IMC in overall marketing programme.

CO2: Able to design and choose best media out of available media for communication to target customer.

CO3: Able to measure the effectiveness of advertisement.

CUSTOMER RELATION MANAGEMENT:

CO1: To create insight and new learning in the area of customer relationship management.

CO2: To discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.

CO3: To be able to implement CRM practices in real-life business scenarios

B – FINANCE SPECIALIZATION

MANAGEMENT ACCOUNTING & CONTROL SYSTEMS:

CO1: Understand and apply key instruments of management accounting, such as job order costing, activity-based costing or budgeting in managerial decision-making.

CO2: Analyze and critically discuss how the performance of a corporation or business unit may be measured and managed.

CO3: Demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management Accounting.


CO4: Evaluate the costs and benefits of different conventional and contemporary costing Systems.

DERIVATIVES MANAGEMENT:

CO1: Students will understand the characteristics of different financial derivatives.

CO2: Students will know how to use different derivative instruments to manage their investment risks.

CO3: On completion of this course students should understand and be able to apply the processes and applications outlined in the course description.


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MERGERS AND ACQUISITIONS:

- CO1:** To analyze mergers and acquisitions of various types.
- CO2:** To compose consolidated balance of the merged company
- CO3:** To be prepared to take ethical decisions in strategic investments
- CO4:** To demonstrate innovative financial decisions in mergers and acquisition to structure the deal
- CO5:** To structure the deals; to know the main sources for LBO deals funding

FINANCIAL REPORTING AND ANALYSIS:

- CO1:** Student will develop the knowledge and skills necessary to understand the professional responsibilities.
- CO2:** Student will develop understanding and will be able to compare financial statements.
- CO3:** Student will learn to make use of financial reports for investment decision making.


C – H.R. SPECIALIZATION


STRATEGIC HUMAN RESOURCE MANAGEMENT:

- CO1:** Understand the relationship between HRM strategy and organizational performance.
- CO2:** Understand how HRM strategy is developed in response to internal & external environmental factors.
- CO3:** Evaluate the impact of SHRM, concepts & values upon the organizations success.
- CO4:** Understand a range of HR management activities (Ex: recruitment, selection and assessment, performance management, compensation, separation).

HUMAN FACE IN CORPORATE RESTRUCTURING:

- CO1:** Provided students with the fundamental knowledge of the need for organizational change and the basis for change.
- CO2:** Enabled students with the understanding the process of organizational change.
- CO3:** Highlights the impact of organizational change on the human resource.


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COMPETENCY MAPPING:

CO1: Identify and develop competency.

CO2: Map competencies according to organization, roles, functions and responsibilities.

CO3: Design and validated generic and customized competency model.

KNOWLEDGE MANAGEMENT:

CO1: To be able to develop skills of identifying, documenting, retrieving and disseminating Knowledge.

CO2: To understand the concepts of knowledge management.

CO3: To bring in clarity of understanding the interrelationships of knowledge management.

D – INFORMATION SCIENCE SPECIALIZATION

SOFTWARE ENGINEERING AND MANAGEMENT:

CO1: The application of a systematic, disciplined, quantifiable approach to the development, operation, and maintenance of software.

CO2: The tools and methods for software requirements, software design, software construction, software testing, and software maintenance tasks

CO3: To develop and apply the managerial skills in practice.

INFORMATION SECURITY AND CYBER LAWS:

CO1: Sensitize about the various information security threats, recognize the ethical issues and privacy issues involved in information security.

CO2: Identify and choose appropriate security management tools to handle information security threats.


CO3: To understand and apply the legalities involved in cyber space.

COMPUTER MODELLING AND DECISION SUPPORT SYSTEMS:

CO1: To understand and have a thorough knowledge of different models and DSS.

CO2: To be able to understand the various insights of management and business scenarios.

CO3: To be able to make decisions using DSS in large organisations.


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E – PRODUCTION AND OPERATIONS MANAGEMENT SPECIALIZATION

TOTAL QUALITY MANAGEMENT:


- CO1:** Know the principles of total quality management and peculiarities of their implementation;
- CO2:** Be able to use quality management methods analyzing and solving problems of organization
- CO3:** Select and apply appropriate techniques in identifying customer needs. as well as the quality impact that will be used as inputs in TQM methodologies;
- CO4:** Measure the cost of poor quality and process effectiveness and efficiency to track performance quality and to identify areas for improvement;
- CO5:** Understand proven methodologies to enhance management processes, such as benchmarking and business process reengineering.


SERVICE OPERATIONS MANAGEMENT:

- CO1:** Acquire familiarity and a working knowledge of the principles and practice of operations management as applied to the service industries.
- CO2:** Understand terminology, applications, and tools which are essential for managing operations in service industries.
- CO3:** Utilize quantitative and qualitative methods and software applications in managing service operations.

MAINTENANCE PLANNING AND CONTROL:

- CO1:** Learn proactive and preventative maintenance to maximize the operational efficiency of equipment.
- CO2:** Strong emphasis on empowering operators to help maintain their equipment.
- CO3:** Effective in improving productivity (increasing up time, reducing cycle times, and eliminating defects)


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PRODUCTIVITY MANAGEMENT TECHNIQUES:

- CO1:** Learn to examine and evaluate the productivity management strategies, tools and techniques
- CO2:** Learn measures of productivity in manufacturing & services and R & D etc.
- CO3:** Learn productivity improvement techniques
- CO4:** Learn relationship between an organization's culture, its leadership.



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