DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

PROGRAMME: MASTER OF BUSINESS ADMINISTRATION

VISION

- ❖ To inspire new leaders in management and turnout successful managers and entrepreneurs with social responsibility.

MISSION

- ❖ To equip students with knowledge, skills and ethics to execute managerial responsibilities.
- ❖ To enable students to develop an appropriate internal locus and a sense of corporate social responsibility.
- ❖ Empower the students to enhance entrepreneurial potential.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- ❖ To have a thorough understanding of the core aspects of the business.
- ❖ To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- ❖ To prepare them to have a holistic approach towards management functions.
- ❖ To inspire and make them practice ethical standards in business.

PROGRAM OUTCOMES (POs)

- ❖ Engineering knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
- ❖ Problem analysis: Identify, formulate, review research literature, and analyse complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
- ❖ Design/development of solutions: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and

❖ Conduct Investigations of Complex Problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

❖ Modern Tool Usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modelling to complex engineering activities with an understanding of the limitations.

❖ The engineer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

❖ Environment and sustainability: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

❖ Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

❖ Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

❖ Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

❖ Project management and finance: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

❖ Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSOs)

❖ It aims at grooming budding business professionals into true management leaders by imparting quality education, training them to challenge the convention and think innovatively.

❖ Emanate Leadership, Creativity, Attitude, Skills, Passions and Learning from its every

❖ Understand the application of theoretical studies into the real time application based approaches through Case based study, Internship and on-job training method.

❖ Understand on the problem-solving and strategic planning ability, enhancing the analytical skills and the ability to cope with demands and challenges.

COURSE OUTCOMES (COs)

Regulation	2017
Sem	01
Subject Code	BA5101
Subject Name	Economic Analysis for Business
Course Outcome	CO1: Students are expected to become familiar with both principles of micro and macro economics. They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.

Regulation	2017
Sem	01
Subject Code	BA5102
Subject Name	Principles of Management
Course Outcome	CO1: The students should be able to describe and discuss the elements of effective management CO2: Discuss and apply the planning, organizing and control processes CO3: Describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication CO4: Communicate effectively through both oral and written presentation

Regulation	2017
Sem	01
Subject Code	BA5103
Subject Name	Accounting for Management
Course Outcome	CO1: Possess a managerial outlook at accounts

Regulation	2017
Sem	01
Subject Code	BA5104
Subject Name	Legal Aspects of Business
Course Outcome	CO1: Legal insight will be established in the business practices according to the situation of changing environment

Regulation	2017
Sem	01
Subject Code	BA5105
Subject Name	Organizational Behaviour
Course Outcome	CO1: Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance

Regulation	2017
Sem	01
Subject Code	BA5106
Subject Name	Statistics for Management
Course Outcome	CO1: To facilitate objective solutions in business Decision Making under subjective conditions

Regulation	2017
Sem	01
Subject Code	BA5107
Subject Name	Total Quality Management
Course Outcome	CO1: To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight

Regulation	2017

Sem	01
Subject Code	BA5111
Subject Name	Spoken and Written Communication
Course Outcome	CO1: Get into the habit of writing regularly
	CO2: Express themselves in different genres of writing from creative to critical to factual writing
	CO3:Take part in print and online media communication
	CO4: Read quite widely to acquire a style of writing
	CO5: Identify their area of strengths and weaknesses in writing.
	CO6: Speak confidently with any speakers of English, including native speakers
	CO7: Speak effortlessly in different contexts – informal and formal.

Regulation	2017
Sem	02
Subject Code	BA5201
Subject Name	Applied Operations Research
Course Outcome	CO1: To facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty

Regulation	2017
Sem	02
Subject Code	BA5202
Subject Name	Business Research Methods
Course Outcome	CO1: Students would become acquainted with the scientific methodology in business domain. They would also become analytically skillful. They would become familiar with the nuances of scientific communications

Sem	02
Subject Code	BA5203
Subject Name	Financial Management
Course Outcome	CO1: Possess the techniques of managing finance in an organization

Regulation	2017
Sem	02
Subject Code	BA5204
Subject Name	Human Resource Management
Course Outcome	CO1: Students will gain knowledge and skills needed for success as a human resources professional

Regulation	2017
Sem	02
Subject Code	BA5205
Subject Name	Information Management
Course Outcome	CO1: Gains knowledge on effective applications of information systems in business

Regulation	2017
Sem	02
Subject Code	BA5206
Subject Name	Operations Management
Course Outcome	CO1: Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.

Regulation	2017
Sem	02
Subject Code	BA5207

| Course Outcome | CO1: knowledge of analytical skills in solving marketing related problems
CO1: Awareness of marketing management process |
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Regulation	2017
Sem	02
Subject Code	BA5211
Subject Name	Data Analysis and Business Modeling
Course Outcome	CO1: Knowledge of spreadsheets and data analysis software for business modeling

Regulation	2017
Sem	03
Subject Code	BA5301
Subject Name	International Business Management
Course Outcome	CO1: Students would be familiar with global business environment, global strategic management practices and get acquainted with functional domain practices. They would be familiar with conflicts situations and ethical issues in global business.

Regulation	2017
Sem	03
Subject Code	BA5302
Subject Name	Strategic Management
Course Outcome	CO1: This Course will create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organizational perspectives the development of appropriate organizational policies and strategies within a changing context to meet stakeholder interests information systems to learn from failure key tools and techniques for the analysis and

	organizational as well as technical aspects.

Regulation	2017
Sem	03
Subject Code	BA5002
Subject Name	Consumer Behaviour
Course Outcome	CO1: Identify the major individual, social and cultural factors that affect consumers' decision making process CO2: Explain and analyze the major stages which consumers usually go through when making a consumption-related decision CO3: Understand the essence of how consumers make decisions and assess the relevant implications for marketing practitioners

Regulation	2017
Sem	03
Subject Code	BA5004
Subject Name	Integrated Marketing Communication
Course Outcome	CO1: Insight into the importance of advertising and sales promotion campaigns planning and objective setting in relation to consumer decision making processes.

Regulation	2017
Sem	03
Subject Code	BA5006
Subject Name	Services Marketing
Course Outcome	CO1: Will be able to apply the concepts of services marketing in promoting services.

Regulation	2017

Subject Code	BA5011
Subject Name	Merchant Banking and Financial Servces
Course Outcome	CO1: Good knowledge on merchant banking activities

Regulation	2017
Sem	03
Subject Code	BA5012
Subject Name	Security analysis and Portfolio Management
Course Outcome	CO1: Become a good investment analyst

Regulation	2017
Sem	03
Subject Code	BA5013
Subject Name	Strategic Investment and Financing Decisions
Course Outcome	CO1: Possess good knowledge in techniques for making strategic investment decision and tackling financial distress

Regulation	2017
Sem	03
Subject Code	BA5014
Subject Name	Entrepreneurship Development
Course Outcome	CO1: Students will gain knowledge and skills needed to run a business.

Regulation	2017
Sem	03
Subject Code	A5015
Subject Name	Industrial Relations and Labour welfare
Course Outcome	CO1: Students will know how to resolve industrial relations and human relations problems and promote welfare of industrial labour

Regulation	2017
Sem	03
Subject Code	BA5018
Subject Name	Organizational theory, Design and envelopment
Course Outcome	CO1: Students will be able to analyze organizations more accurately and deeply by applying organization theory.