Sant Gadge Baba Amravati University

Department of Business Administration and Management

Criteria II Key Indicator 2.6.2

Programme code	Programme Name	Department
MBA	Master of Business Administration and Management	Department of Master of Business Administration and Management, Sant Gadge Baba Amravati University

Programme outcome (POs):

PO-1	Apply knowledge of management theories & practice to solve business problem
PO-2	To Apply and upgrade knowledge of basic Management principles andSpecialization to the solution of different management issues.
PO-3	Use research oriented knowledge and methodsincluding design of experiments, analysis and interpretation of data and evaluation andanalysis of the information to provide valid conclusion.
PO-4	Create, select, and apply appropriate techniquesresources and modern managerial tools including forecasting and implementation tomanagement issues problems, activities with an understanding of the limitations.
PO-5	Ability to develop value based Management and leadership ability
PO-6	Apply ethical principles and commitment to professional ethics and responsibilitiesand norms of the management practices.
PO-7	Communicate effectively on management issues/problems, activitieswith the community and with society at large, such as, being able to comprehend and writeeffective reports.
PO-8	Demonstrate knowledge and understanding of the managementprinciples and apply these to one's own work as a member and leader in a team to manageprojects and in multidisciplinary environments.
PO-9	Recognize the requirement for and have the readiness and capacity to participate in free and deep rooted learning in the broadest setting of innovative change.

Programme Specific Outcomes (PSOs):

PSO-1	To equip the students with requisite knowledge, skills &right attitude necessary to provideeffective leadership in a global environment.
PSO-2	To develop competent management professionals with strong ethical values, capable ofassuming a pivotal role in various sectors of the Indian Economy &Society, aligned with the national priorities.
PSO-3	To develop proactive thinking
PSO-4	To honing entrepreneurial approach and skill sets

Course Outcomes

SN	COURSE CODE	COURSE OUTCOME(COs)
1	**MBA/301 INTERNATIONAL BUSINESS ENVIRONMENT**	1. Get acquainted with the fundamentals of International trade and business 2. Analyse and evaluate International marketing environment and the export procedures. 3. Analyse and evaluate Global logistics and Supply chain environment. 4. Analyse and evaluate International financial environments and working of institutions.
2	**MBA/3101 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**	1. Understand and get insights into investment analysis for investment decision making. 2. Acquire knowledge and skills on Technical and Fundamental analysis. 3. Understand concept of Equity valuation. 4. Learn the concept of Portfolio management along with different theories.
3	**MBA/3102 INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKETS**	1. Understand the role, function, components and regulation of the financial system in reference to the macro economy. 2. Identify the existence of regulatory authority and development of Banking and non-banking financial institutions. 3. Knowthe instruments, participants, structure and operation of various financial markets working in India. 4. Assess the important role of development banks in the Indian financial system and create strategies to promote financial inclusion.
4	**MBA/3103 FINANCIAL DERIVATIVES AND RISK MANAGEMENT**	1. Describe and explain the fundamental features of a range of key financial derivatives instruments. 2. Solve problems requiring pricing derivative instruments and hedge market risk based on numerical data and current market trends. 3. Acquire ability to selection of various options strategies and able to determine option prices with Binominal and Black Sholes models. 4. Estimate the value of interest rate and foreign exchange swaps; Be able to understand the structure of commodity market.
5	**MBA/3104 BEHAVIOURAL FINANCE**	1. Explain and demonstrate using empirical data the challenges to the efficient market hypothesis. 2. Explain the nature and forecast the consequences of key behavioural biases of investors.

		3. Demonstrate the effect of Emotional Factors and Social Forces on investment. 4. Explain the psychological factors influencing decision-making.
6	**MBA/3201** **RETAIL MANAGEMENT**	1. Acquaintance budding managers with knowledge of planning, designing, implementation and assessment of retail strategies based on consumer needs and prevailing trends. 2. Understands evolution of retail industry, strategies and apply in retail sector. 3. Understand characteristics of retail trading area, factors of site locations, information system requirements and techniques of customer retention. 4. Understand the role of ICT in retail management in today's market scenario.
7	**MBA/3202** **CONSUMER BEHAVIOR**	1. Understand consumer behaviour in totality and its application in marketing. 2. Understand marketing decisions and its interlink with consumer behaviour. 3. Recognize social, technological, implications of marketing actions on consumer behaviour. 4. Know the models and latest trends influence consumer behaviour.
8	**MBA/3203** **BRAND MANAGEMENT**	1. Train students to manage product, and building brand equity in the market of an organization. 2. Give students an insight of managing brand over multiple categories, over time and across multiple market segments. 3. Gain knowledge and skills in brand architecture and brand engagement. 4. Build strategies for launching product across market
9	**MBA/3204** **SALES AND DISTRIBUTION MANAGEMENT**	1. Understand the importance of Sales & Distribution functions as integral part of marketing function in a business firm. 2. Develop insights regarding strategic competitive advantage. Through Sales and Distribution function. 3. Develop understanding of the various aspects encompassing sales management, logistics and distribution management. 4. Understand and develop the importance of supply chain management and channel information system.
10	**MBA/3301** **TALENT ACQUISITION AND DEVELOPMENT**	1. Develop the ability to critically analyze and apply effective recruitment strategies by considering various factors of talent acquisition process and retain talent. 2. Develop the ability to design and implement

		comprehensive selection processes that incorporate various assessment methods also they will gain insights into recruitment strategies employed by top multinational corporations (MNCs). 3. Gain a comprehensive understanding of training concepts, and develop a holistic approach to designing and implementing effective training program which can create an integrated learning environment within training programs, fostering enhanced knowledge acquisition and skill development. 4. Acquire the skills to effectively determine training needs and design training, they will gain the ability to evaluate training programs, assess their effectiveness, and make informed recommendations for improvement.
11	**MBA/3302** **EMPLOYEE RELATIONS**	1. Understand and compare different perspectives on industrial and employment relations, and can evaluate the significance and implications of industrial relations in the emerging socio-economic context. 2. Illustrate the role of trade union in the industrial setup and analyze the dynamics of trade union leadership and the influence of trade union politics and linkages. 3. Comprehend the causes and impact of industrial disputeswith proper understanding the provisions of the Industrial Dispute Act of 1947 and its significance in managing industrial conflicts. 4. Understand importance and process of developing and maintaining harmonious relationships between the management and all level of employees and can and analyze its implications on employment relationships.
12	**MBA/3303** **PERFORMANCE MANAGEMENT SYSTEM**	1. Explain the concept of performance management, challenges of performance management and different advantages of implementing well-designed performance management systems. 2. Understand that performance management is an on-going process composed of several sub-processes, such as performance planning, execution, assessment, and review. 3. Analyze different methods and approaches to performance measurement and also can identify some of the common challenges, problems with the performance appraisal process. 4. Design a performance management system and also can develop key skills involved in effective performance management and employee development.
13	**MBA/3304**	1. Design rational and contemporary compensation

	COMPENSATION AND BENEFIT MANAGEMENT	systems in modern organization and analyses different types of rewarding procedures of employees on the basis of performance. 2. Analyze, integrate, and apply the knowledge to solve compensation and reward related problems in organization Students will be able to justify the existing pay structure to employees. 3. Gain the knowledge of the different softwares used for compensation management in this technological era. 4. Summarize the important provisions of social security legislation in reference to Employee State Insurance Act 1948, Payment of Gratuity Act 1982, and Employee's provident Fund Act 1952.
14	**MBA/3401** **SUPPLY CHAIN AND LOGISTICS MANAGEMENT**	1. Understand concept of supply chain management and its role in today's business environment. 2. Learn how to manage suppliers, inventory, order processing and risk in supply chain management. 3. Acquire knowledge about concept of warehousing, packaging and distribution Management. 4. Developstrategiesto reducetransportationexpensesbyapplying optimization techniques.
15	**MBA/3402** **MANAGEMENT OFMANUFACTURING SYSTEMS**	1. Explore the factors of manufacturing systems and various transformation processes toenhanceproductivity andcompetitiveness. 2. Analyse and evaluate various facility alternatives and their capacity decisions, develop abalanced line of production & scheduling techniques in manufacturingsystems. 3. Understand concept of production planning and quality management in manufacturingsystems. 4. Planandimplementsuitable maintenance and safety management.
16	**MBA/3403** **SERVICE OPERATIONS MANAGEMENT**	1. Criticallyanalysethetypesofserviceoperationsandoperationalparametersthatareimperativefororganizationalsuccess. 2. Evaluate strategies related to managing demand and supply. 3. Analysetheimportantaspectsofservicesystemsthatcontroltheprovisionofcapacitytomeet customerrequirements effectively. 4. Understand the concept of JIT and maintenance management in services.
17	**MBA/3404 OPERATIONS RESEARCH AND PROJECT**	1. Understandprojectcharacteristicsandvariousstagesofaproject. 2. Develop theconceptualclarityaboutproject appraisal and

	MANAGEMENT	control. 3. Explore recent issues and trends in project management. 4. Apply various optimization techniques for decision making.
18	**MBA/401** **STRATEGIC MANAGEMENT**	1. Understand the fundamental aspects of strategy, strategic management process and its intents. 2. Analyses the importance of environmental and competitive analysis for formulating Corporate strategy. 3. Categorizing different level of Corporate strategies and its alternatives in strategy formulation. 4. Apply the strategic alternative and implement & control in corporate setting.
19	**MBA/4101** **MANAGING BANKS AND FINANCIAL INSTITUTIONS**	1. Understandfunctioning of bankingindustry and able to know about the variousfinancial services provided by banks. 2. Know about significanceof modern bankingproducts and schemes. 3. Learn about the important concepts like investmentbanking and wealth management alongwithpracticalapproach. 4. Understand the technologydrivenbanking system like e-banking, electronicfundtransfer and electronicpayment system.
20	**MBA/4102** **FINANCIAL MARKETS AND FINANCIAL SERVICES**	1. Identify the functions of financial markets and institutions and examine their impact on financial system of a country. 2. Describe the framework of Forex markets and mechanism of exchange rate determination. 3. Analyse the salient features of various financial products, services and instruments. 4. Acquire knowledge of modern financial services and familiarize with Fintech and Digital currency.
21	**MBA/4103** **PROJECT APPRAISAL AND FINANCE**	1. Acquire the knowledge of Project Management and able to prepare Detail project report. 2. Gain the knowledge about different sources of financing and financial appraisal technique. 3. Understanding the concept of Corporate restructuring, Mergers and Acquisitions. 4. Analyse various types of Project risk and preparation of project report.
22	**MBA/4104** **WORKING CAPITAL MANAGEMENT**	1. Evaluate Working Capital effectiveness of a company based on its operating and cash conversion cycles, and compare the company's effectiveness with that of peer companies. 2. Identify and evaluate the necessary tools to use in managing a company's net daily cash position. 3. Estimating a company's management of accounts

		receivable policy, inventory, and accounts payable over time and compared to peer companies. 4. Evaluating the choices of short-term funding available to a company and recommend a financing method.
23	**MBA/4201** **DIGITAL MARKETING**	1. Familiarize aspirants with fundamental of digital Marketing. 2. Implement a process of planning of social media or digital marketing activities. 3. Use tools and techniques to manage digital and social media marketing programs. 4. Design social media programs that directly support business and marketing goals.
24	**MBA/4202** **INTEGRATED MARKETING COMMUNICATION**	1. Recognise the significance of IC in the contemporary times and understand fundamentals thereof. 2. Comprehend the advertising media related attributes thoroughly and modern media platforms. 3. Enable aspirants to design the advertising body copy and campaign. 4. Contribute to advertising arena with a due consideration for ethical and social aspects.
25	**MBA/4203** **SALES PROMOTION MANAGEMENT**	1. Learn sales promotion techniques for consumer, trade, company and sales force 2. Develop sales promotion campaign, establishing its objectives, tools and program. 3. Understand its roles and purpose to serve in overall marketing communication, assessing effectiveness of tools used in promotion, know modern day tools of promotion. 4. To provide knowledge about Choice And Purchase Timing Models.
26	**MBA/4204** **SERVICE MARKETING**	1. Have a greater understanding of services marketing, specialties of how it dominates the business landscape. 2. Acquaintance with major elements needed to improve marketing of services and adding value to the customers perception. 3. Appraise the nature and development of strategies of marketing of services. 4. Handling customers complaints and insight to service recovery management.
27	**MBA/4301** **LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS**	1. Students will gain a basic understanding of objectives and importance of laws relating to industrial disputes and management of trade union and the role of trade unions in changing environment. 2. Understanding of various factors responsible for growth and development of labour laws. 3. Student will be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965. 4. Student will be able to understand the laws related to

		working conditions in factories.
28	**MBA/4302** **ORGANIZATIONAL CHANGE AND INTERVENTION STRATEGIES**	1. Understand theories and models that form the foundation of disciplines as well as the OD diagnostic process. 2. Understand the ethics of OD professional and also can recognise ethical principles in organisational development. 3. Comprehend the main approaches of change and will be equipped with knowledge and skills required for effective change and organisational development. 4. Apply various in OD interventions and can develop a working knowledge of all aspects of OD intervention process.
29	**MBA/4303** **TEAM DYNAMICS AT WORK**	1. Students will be able to justify formation and development of teams and can explain the dynamics of Team & Team Building and different learning methodologies in team decision-making. 2. Student will be able to justify the applicability of various theories of Motivation,T-group sensitivity training and Johari Window and also able to justify the Conflict resolution strategy. 3. Student will be able to understand the development of team and can discover orientation through FIRO-B . 4. Students will be able to determine the importance of Interpersonal Communication and can increases their self-awareness and strengthens ability to better understand others.
30	**MBA/4304** **INTERNATIONAL HUMAN RESOURCE MANAGEMENT**	1. Recognize, outline, and illustrate the enduring global contexts of International HRM understanding and key skills required by HR professionals working in an international context with multinational organizations. 2. Demonstrate; appraise the implications of IHRM in the Host Country Context and managing alliances and joint venture. 3. Differentiate the Context of Cross-border Alliances, prepare staffing international operations for sustained global growth, recruiting and selecting staff for international assignments, Interpret; analyze the International Industrial Relation issues and performance management. 4. Evaluate, interpret issues of international training, development and also can able to comprehend HRM practices in different countries.
31	**MBA/4401** **DATA ANALYTICS WITH R**	1. Demonstrate skill in data management. 2. Understand the basic concept of R programming. 3. Demonstrate skills in data visualization. 4. Describe their proficiency in business statistical analysis of data.

32	**MBA/4402** **DATAMININGFORBUSINESSDECISIONS**	1. Realize Data Mining (DM) principles and techniques. 2. Analyse large sets of data to gain useful business understanding. 3. Interpret business applications of data processing. 4. Demonstrate skills in new trends of Data Mining in relevant business fields.
33	**MBA/4403** **MARKETINGANALYTICS**	1. Develop the skill in marketing analytics. 2. Predict the market scenario for effective marketing decision. 3. Analyze the customer behavior for strategy formation. 4. Assess the advertising effect to form adequate retailing policies.
34	**MBA/4404** **FINANCIAL CREDIT RISK ANALYTICS**	1. Understandaboutvarioustypesoffinancialcredit. 2. Interpretthecreditriskanditsrating. 3. Inspect the risk to frame effective managementand governance policies. 4. Demonstrate skill of credit analysis.