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 basedManagement 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/101** Managerial Economics	1. Develop a fundamental understanding of supply, demand, buyer surplus, seller's surplus, and elasticities. 2. Understand competitive markets and economic efficiency. 3. Use firm and industry cost analysis for production and strategic decisions. 4. Distinguish between different market structures and different business strategies
2	**MBA/102** Legal and Business Environment	1. Identify and evaluate the complexities of business environment and their impact on the business. 2. Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country. 3. Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities. 4. Understand the Industrial functioning and strategies to overcome challenges in competitive markets.
3	**MBA/103** Financial Reporting, Statements and Analysis	1. Understand the basic concepts related to accounting, financial statements, process and principles with accounting equation. 2. Explore the financial accounting concepts and preparation of financial statements with various analysis tools. 3. Acquainting the knowledge regarding various cost accounting concepts with analytical skills for its application in managerial decision making. 4. Abel to present the financial results and position of a company relative to its industry by developing skills for interpretation to adopt for financial reporting purposes.
4	**MBA/104** INDIAN ETHOS AND BUSINESS ETHICS	1. Students will be acquainted with the fundamentals of Indian ethos and its relevance in the practical aspects. 2. Students will comprehend the allied root reasons and nature of ethical issues. 3. Aspirants will endeavor to find remedies for ethical issues being faced by organizations, employees, managers and policy makers. 4. Students will reflect a personality well equipped by values and spread the same at workplaces in future.
5	**MBA/105** OrganisationalBehaviour	1. Aware the students regarding human interaction in an organisation. 2. Finding what forces enhancing it for setting better results in attending the business goals. 3. Formulate approaches to reorient individual, team, managerial and leadership behavior in order to achieve organizational goals.

		4. Abel to analyse the behavior of individuals and groups in organisations in terms of the key factors that influence organisationalbehaviour and demonstrate skills required for working in groups.
6	**MBA/106** Computer Application for Business	1. Develop the basic understanding of the information system for businesses in decision making process along with focus on Information technology and security/privacy of MIS.
7	**MBA/107** Business Statistics and Analytics for Decision Making	1. Develop an understanding of Business Statistics and Analytics and its managerial applications in the real business world. Make the student familiar with statistical techniques in Business Decision Making. 2. Expand the knowledge of inferential statistics for developing criteria for decision making. 3. Understanding of basic and advance quantitative models in management decision making.
8	**MBA/201** Business Communication	1. Demonstrate students to verbal and non-verbal communication ability to solve workplace communication issues. 2. Create and deliver effective business presentations, using appropriate tools. 3. Draft effective business correspondence with brevity and clarity. 4. Develop the students for job market.
9	**MBA/202** Marketing Management	1. Develop an understanding of the underlying concept, theories and strategies involved in the marketing of product and services. 2. Capable to apply the three steps of target marketing: market segmentation, target marketing, and market positioning. 3. Able to evaluate different distribution channel options and their suitability for the company's product. 4. Develop a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product.
10	**MBA/203** Corporate Finance	1. Aware of the basic concepts related to financial management, various techniques and tools to mange finance function. 2. Gaining the knowledge of principles and concepts used in financial decision making and familiarizing the students with the valuation of firm. 3. Able to find out the best course of action among several financial options with the technique of capital budgeting and restructuring. 4. Assessing the impact of corporate investment decisions in financing of working capital needs and the long term capital

		needs of the business organization.
11	**MBA/204** Research Methodology	1. This course is designed to consider modern days marketing condition. 2. The business organisations which are intend to know buyers response, to know market, to know what external forces are, and to design effective marketing strategies. 3. Examine the various facets of a research problem and Illustrate the relevant aspects of the research process from a data driven decision perspective. 4. Derive inferences by applying various techniques of interpretation and be and write various types of research reports.
12	**MBA/205** Production and Operation Management	1. Equip students with process of planning, organizing and controlling activities of production. 2. Educate them on resources system used for transforming raw materials in to value added products. 3. Explain the students various dimensions of production planning and control and their inter-linkages with forecasting. 4. Students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.
13	**MBA/206** Human Resource Management	1. Introduce the basic concepts, Principles, Functions & processes of Human Resource Management. 2. Students are aware about the role, functions and functioning of human resource department of the organizations
14	**MBA/207** Entrepreneurship	3. Explore entrepreneurial path and acquaint them with the essential knowledge of starting new ventures. 4. Students will learn tools and techniques for generating, testing and developing innovative startup ideas into successful enterprise