

Name of the Department : **DEPARTMENT OF MANAGEMENT STUDIES**

Academic Year : 2017-18

**A. Program Outcome and Program Specific Outcomes**

Name of the programme (UG/PG/M.Phil./ Diploma etc.)	Programme Outcomes  Students will be able to	Program Specific Outcomes  Students will be able to
UG = BBA	1. Develop knowledge about the business environment in which the public and private sectors operate.	1. Take decisions in real time business situations.
	2. Focus on developing operational and analytical skills in students to tackle business problems in different sectors.	2. Effectively Manage various functions in the organization
	3. Apply the knowledge acquired, in the project work which they will be doing in their interested areas in Management	3. Generate new ideas for the problems encountered in business operations
PG – MBA	1. Make effective and efficient managerial decisions.	1 Face the ground realities that are present corporate world.
	2. Generate new ideas with the help of both academic knowledge and practical exposure.	2 Solve specialized problems in their area of specializations like marketing, finance, systems and human resource.
	3. Identify the key areas in the management where improvements and innovations are needed.	3 Construct a inter- functional working model for the various projects of the organization.
M.Phil. Mgt. Studies	1. Set high academic and intellectual standards based upon the latest academic research in the field.	1 Transform from students to professional managers, by providing them with the fundamental knowledge needed in a management career
	2. Develop their collaborative leadership skills and business creativity.	2 Provide a good grounding in academic knowledge is an invaluable prerequisite for a managerial career.
	3. Exhibit their knowledge from the mathematical skills to the interpersonal skills.	Perform well in their future research career by means of good understanding in the current research trends.

**B1. Course Outcomes of all Programmes Offered by the Department**

**Name of the Programme : B.B.A.**

<b>Sl. No.</b>	<b>Name of the Course</b>	<b>Course Code</b>	<b>Program Specific Outcomes (After completing this course, the students will be able to)</b>
1.	Principles of management	U16MS101	1 comprehend the principles, theories of Management.
			2 accomplish the given tasks effectively and to handle situations which may arise in management.
			3 Identify the various functional activities prevailing in the organizations.
2	Business economics	U16MS1Y1	1 Appreciate aspects of demand analysis according to the market structure.
			2 Explain the principles and policies of national income, money supply, monetary and fiscal policy.
			3 Analyze the role of money and its supply in the Indian economy.
3	Business communication	U16MS1Y2	1 Appreciate the importance of communication and the ways to improve the communication.
			2 Write clear correspondence and to prepare various types of reports
			3 Conduct and participate in company meetings.
4	Principles of marketing	U16MS202	1 Explain the basics of Marketing and its functions
			2 Identify and describe the major theories of Marketing.
			3 Make decisions in a customer and market driven environment.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
5	Organisational behaviour	U16MS2Y3	1 Appreciate the importance of human behaviour in organization.
			2 Demonstrate the basic framework for managing behaviour and performance at both individual and group level.
			3 Acquire the skills needed for better organizational Behaviour and management
6	Business Mathematics and Statistics	U16MS2Y4	1 Group the data and to analyse the data.
			2 Represent the data in tables and diagrams.
			3 Solve Arithmetic series and Geometric series
7	Management accountancy –I	U16MS303	1 Describe the basics aspects in accounting.
			2 Analyse the financial statements of the organizations
			3 Compute the fund inflows and outflows of a company
8	Sales distribution management	U16MS3:1	1 Train and evaluate the performance of the sales personnel.
			2 Manage the product distribution channels of a company.
			3 Appreciate the Warehousing procedures.
9	Advertising and sales promotion	U16MS3:2	1 Design an advertisement with appropriate selection of media.
			2 Gain personal selling skills.
			3 Identify the promotional strategies involved in the current business scenario.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
10	Total quality management	U16MS3:3	1 Appreciate the importance of Total Quality Management(TQM)
			2 Apply various methods to check the quality of the product.
			3 List the various quality standards adopted by organizations.
11	Operations research	U16MS3Y5	1 Develop operational research models for real time problems.
			2 Apply various optimization techniques of operations research in business.
			3 Analyse managerial problems in industry so that they are able to use resources (capitals, materials, staffing, and machines) more effectively.
12	Computer application in business-I (theory & practical)	U16MSPS1	1 Appreciate the usage of computers in business.
			2 Apply the Microsoft office and Tally software knowledge in businesses.
			3 Comprehend the use of Microsoft Word for Documentation.
13	Management accountancy – II	U16MS404	1 Describe about the methods and types of costing
			2 Illustrate allocation, absorption and apportionment aspects in costing.
			3 Handle the costing jobs in organizations.
14	Training and development	U16MS4:1	1 Describe the methods of training applicable for workers of different levels in a business concern.
			2 Choose appropriate trainers.
			3 Appraise the effectiveness of a training programme

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
15	Organizational change and development	U16MS4:2	1 Create an environment of trust so that employees willingly accept change.
			2 Identify various possible interventions in Organizational Development
			3 Write about the Organizational Development activities in Indian organizations
16	Business law	U16MS4Y6	1 Exemplify various Acts related to business
			2 Comprehend basic knowledge on partnership & Goods Act.
			3 Describe various Insurance schemes
17	Computer application in business-II (theory and practical)	U16MSPS2	1 Describe basic concepts of Accounting
			2 Create a company Ledger and prepare balance sheet.
			3 Explain types of Voucher, cost categories and cost centres.
18	Financial management	U16MS505	1 Discuss the financial management policy and its effect on interest rate, credit availability, prices and inflation rate
			2 Choose financial management plans and policies related to various organizations.
			3 Comprehend the behavioral analysis of interest rates: risk, liquidity and term structure
19	Operations management	U16MS506	1 Apply the tasks, tools and underlying principles of operations management in the manufacturing and service sectors to improve organizational performance.
			2 Implement decision-support tools to business decision making.
			3 Appraise the quality control tools in manufacturing and service sector to improve the operational performance.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
20	Human resource management	U16MS507	1 Interpret employee recruitment, selection, and retention plans and processes.
			2 Explain the methods to administer and contribute to the design and evaluation of the performance management system.
			3 Illustrate a training program using an appropriate framework for evaluating needs for training, designing a training program, and evaluating the training output.
21	Research methodology and introduction to statistical packages (theory & practical)	U16MSP08	1 Identify the nature of the problem to be analysed
			2 Use the statistical tools to analyse a data
			3 Generate scientific reports of the research work carried out
22	Investment management	U16MS5:1	1 Identify various types of Investment sectors and schemes available and the process involved in Investing.
			2 List the types of Investment companies
			3 Categorize Investment Alternatives based on risk and return involved.
23	Project management	U16MS5:2	1 Create plans and execute a project, managing risks competently
			2 Identify business requirements related to management skills and quality maintenance
			3 Establish a detailed project plan, actions and other activities required to deliver the project.
24	Retail management	U16MS5:3	1 Classify working structure of the retail industry
			2 Create a shopping experience that builds customer loyalty.
			3 Choose to receive, present and maintain merchandise.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
25	Interview skills	U16MS5S3	1 Construct bio-data
			2 Exemplify the basics of the Interview Process
			3 Describe about the modern methods of interview processes
26	Strategic management	U16MS609	1 Explain the need for strategic application of managerial principles in improving the productivity of a company.
			2 Analyse the application of various strategies in improving the competitive position of the company.
			3 Improve the organizational competence and its potentials
27	Management information systems	U16MS610	1 Develop and introduce Business information system.
			2 Describe the concept of total system approach.
			3 List and explain the different types of information systems.
28	Entrepreneurial development	U16MS611	1 Apply the entrepreneurial skills to run new business.
			2 Describe various Government Policies for running the Businesses.
			3 Analyse various sources and methods to identify and to effectively manage for the new business ventures.
29	Company law and secretarial practices	U16MS612	1 Apply legal laws and principles in a variety functional areas in business.
			2 Perform top and middle level manager's role of an organization.
			3 Explain the procedure for conducting company meetings.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
30	Project	U16MS6PJ	1 Implement the theories that they have learnt in various courses in real time environment.
			2 Apply the statistical tools that are studied in research methodology.
			3 Analyse the practical problems faced by the small and medium scale companies and find solutions for the problems.
31	Life skills	U16LFS41	1 Acquire skills and abilities for adaptive and positive behavior that helps to deal effectively with the demands and challenges of everyday life.
			2 Develop creative, communicative and critical thinking skills necessary for employability
			3 Demonstrate good knowledge in their analytical abilities
32	Fundamentals of management	U16MS3E1	1 Explain the managerial patterns followed by the organization.
			2 Describe the various managerial functions of the organization
			3 Organise the various functions of the management effectively.
33	Fundamentals of marketing	U16MS4E2	1 Explain the basics of Marketing and its functions
			2 Identify and describe the major theories of Marketing.
			3 Make decisions in a customer and market driven environment.



**B2. Course Outcomes of all Programmes Offered by the Department**

**Name of the Programme : M.B.A.**

<b>Sl. No.</b>	<b>Name of the Course</b>	<b>Course Code</b>	<b>Program Specific Outcomes (After completing this course, the students will be able to)</b>
1	Business communication	P18MSP01	1 Write clear correspondence with the good knowledge of Verbal communication.
			2 Prepare various types of business reports needed for the organization.
			3 Conduct and participate in various meetings organized in a company.
2	Mathematics and statistics for managers	P18MS102	1 Apply the basics of statistics in managerial decision making.
			2 Compute using correlation and regression analysis
			3 Use probability theory and distribution for solving business problems.
3	Information technology for managers	P18MSP03	1 List official packages of information technology
			2 Apply the concepts of IT in business and management
			3 Acquire hands on experience with business application software.
4	Managerial economics and business environment	P18MS104	1 Interpret the fluctuations in demand and supply.
			2 Describe the concept of pricing and market structure.
			3 Discuss about the country's Economic policies and procedures for business.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
5	Principles of management and organizational behavior	P18MS105	1 List the practices and the processes in Management
			2 Appreciate the concept of Organizational behavior which enhances the prediction and control of human behavior in an organization.
			3 Effectively manage the conflict arises in the organization among individuals and groups
6	Accounting for managers	P18MS106	1 Explain the basic accounting concepts.
			2 Gain exposure to variety of processes and inventories in business firms.
			3 Gain practice in modern accounting practices.
7	Operations research	P18MS207	1 Comprehend the significance of analytical techniques in decision making.
			2 Test on the application of Operations Research to business related problems.
			3 Apply the decision theory and game theory to solve real time business problems.
8	Marketing management	P18MS208	1 Explain the basic concepts of marketing.
			2 Use concepts of marketing in current competitive business situation.
			3 Decide the appropriate marketing mix for the proper positioning of the product in the market.
9	Production and operations Management	P18MS209	1 Analyze its principles to produce goods services of right quality and quantity at right time and right manufacturing cost with specific reference to the current business economic scenario.
			2 Plan the layout of the production unit in a company.
			3 Apply the inventory management techniques in the corporate.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
10	Financial management	P18MS210	1 Demonstrate a base level of finance knowledge
			2 Tackle common financial problems in practice with confidence.
			3 Discuss about current finance concepts, especially the advanced corporate finance and investment systems.
11	Human resource management	P18MS211	1 Discuss how to strategically plan for the Human Resources needed to meet organizational goals and objectives.
			2 Contribute effectively to the HR department of dynamic organizations.
			3 Handle the labour laws and labour unions in the organisation appropriately.
12	Fundamentals of management	P18MS2E1	1 Explain about the managerial patterns followed by the organization.
			2 Describe about the various managerial functions of the organization
			3 Organise the various functions of the management effectively.
13	Management information systems	P18MS312	1 Apply the concepts of Information systems for managerial decision support
			2 Implement various ERP packages in management functions
			3 Face the ethical challenges in corporate using MIS
14	International business management	P18MS313	1 Explain the cultural influences, government and business structures in our global economy.
			2 Analyze about trade relations, international finance, legal and labor agreements.
			3 Handle the conflicts involved in International Business.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
15	Research methodology	P18MSP14	1 Describe about the basics of research
			2 Apply the statistical tools in Management research
			3 Write a research report with good clarity of thoughts.
16	Sales and distribution management	P18MS3M1	1 Make marketing decisions in the business by the Field executives and managers.
			2 Take up sales and distribution management as a career.
			3 List the various steps involved in Sales Force Management.
17	Advertising and sales promotion	P18MS3M2	1 Explain the use of Advertising and sales promotion as a marketing tool
			2 Analyze the expanding environment of adverting, promotion program media and communication techniques.
			3 Apply the social media advertising techniques in corporate for attaining the competitive advantage.
18	Strategic brand management	P18MS3M3	1 Analyze brand image and identity.
			2 Describe the concept of brand equity.
			3 Realize the practical working of brand in various sectors.
19	Global financial management	P18MS3F1	1 Make financial decisions by applying the financial models.
			2 Appreciate that the fundamental job of the financial manager is to maximize shareholders wealth.
			3 Analyse the foreign direct investment strategies of various countries.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
20	Project appraisal planning and control	P18MS3F2	1 Explain the conceptual framework of Projects appraisal and control
			2 Plan the selection and planning involved in an project investment
			3 Describe the various operations and control techniques of projects.
21	Security analysis and portfolio management	P18MS3F3	1 List various investment avenues available in the market.
			2 Explain the regulatory and tax framework prevailing in securities investment.
			3 Analyse the operations of the Indian stock market and derivative market
22	Micro finance	P18MS3F4	1 Use the metrics for assessing the financial performance of Micro Finance participants in India.
			2 Assess the social performance of Micro Finance participants in India.
			3 Illustrate the recent developments on Micro Finance industry
23	Commercial banking management	P18MS3F5	1 Classify the various types of banks in India.
			2 Describe the nature of the commercial banking business.
			3 Ascertain the measures of bank return and risk performance and how they are applied to bank valuation decisions and management performance assessment.
24	Managing interpersonal effectiveness	P18MS3H1	1 Evaluate the need for communication in self analysis
			2 Explain the importance of Transactional analysis in effective management of human resources in organizations.
			3 Analyze the need for counselling in managing work stress

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
25	Organisation change and development	P18MS3H2	1 Create an environment of trust so that employees willingly accept change.
			2 Identify various possible interventions in Organizational Development
			3 Write about the Organizational Development activities in Indian organizations
26	Labour legislation	P18MS3H3	1 Paraphrase Industrial, Labour and General Laws.
			2 Acquire knowledge in Labour and General Laws.
			3 Apply these legal practices in the organizations
27	Training and development	P18MS3H4	1 Design training program to suit to the current job market
			2 Analyse the training need analysis in a company
			3 Develop the training design and to design blue prints for project management
28	Knowledge management	P18MS3S1	1 Describe the concept of knowledge society
			2 Explain the technological components on knowledge management
			3 Design a web based knowledge management system in organizations.
29	Enterprise-wide information systems	P18MS3S2	1 List the risks and benefits of ERP.
			2 Describe the implementation life cycle of ERP.
			3 Explain about the concepts of supply chain management and customer relationship management.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
30	Information security and control	P18MS3S3	1 Define TCP/IP.
			2 Describe the Data Security features.
			3 List the various IT risk management activity.
31	System analysis and design	P18MS3S4	1 Use case tools for system analysis and design
			2 Implement System analytical tools and techniques.
			3 Select applications for project development.
32	Digital economy and e – business	P18MS3S5	1 Describe Electronic Data Interchange.
			2 List the security issues in E –business
			3 Explain the concept of various E- business transaction
33	Consumer behaviour	PXMS3:1	1 Make questionnaires regarding customer behavior and purchasing pattern.
			2 Take research decisions by understanding the behavior of the consumers.
			3 Utilize the marketing opportunities in India by means of better understanding of the consumer behavior.
34	Strategic management	P18MS415	1 Relate the global economy and role of corporate governance.
			2 Compare the internal and external environment in business.
			3 Analyse the Concepts and Tools of Strategy Evaluation

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
35	Rural marketing	P18MS4M1	1 Explain about the rural areas and its business.
			2 Find out the exclusive marketing techniques for seeds, fertilizers, pesticides and agri durables.
			3 Relate the consumer's preference and product distribution.
36	Planning and managing retail business	P18MS4M2	1 List the forces that influence retailing.
			2 Illustrate the customer preference in retailing.
			3 Discuss the importance of Information Technology in supply chain management.
37	Applied marketing research	P18MS4M3	1 Illustrate a clean picture about Market research and Product research.
			2 List various pricing research and advertising research techniques
			3 Apply sales research techniques for improving the sales of the organization.
38	Services marketing	P18MS4M4	1 Explain the recent opportunities in services marketing.
			2 Demonstrate the association between the fundamental Services concepts and the marketing mix.
			3 List the Service Quality models that can be adopted in corporate.
39	Customer relationship management	P18MS4M5	1 Explain the importance of customer relationship in service sector.
			2 Exhibit the effectiveness of CRM in organizations.
			3 Demonstrate the emerging trends of service sector.



Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
40	Financial services	P18MS4F1	1 Illustrate the prudential norms and directions of NBFC's
			2 Describe the various concepts of Equipment Leasing, Hire Purchase and Consumer credit.
			3 List the various pre issue, issue activities, post issue obligations.
41	Strategic cost management	P18MS4F2	1 Acquire basic knowledge about costing and its methods.
			2 Describe the various total cost management concepts.
			3 List various merits, demerits and importance of Activity Based Costing.
42	Corporate valuation (M and A)	P18MS4F3	1 Explain the concepts in mergers and acquisitions
			2 Implement the techniques of analyzing the stock in acquisition
			3 Describe capital structure and cost of capital
43	Compensation management	P18MS4H1	1 Promote the compensation or rewarding system in human resources management
			2 Design, analyse and restructure reward management systems, policies and strategies
			3 Describe the recent developments in compensation management
44	Performance management	P18MS4H2	1 Differentiate between performance appraisal and Performance management
			2 Identify the key performance indicators for Managers
			3 Practice performance management strategies and techniques to enhance the performance of under-performing and high performing team members.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
45	Strategic human resource development	P18MS4H3	1 Describe the features of Strategic Human Resource Development
			2 Differentiate traditional notions of HRD from SHRD
			3 Illustrate the theoretical reasons for which SHRD can add value to the business
46	Talent management	P18MS4H4	1 Determine talent management strategies to support an organization's objectives and goals
			2 Identify how to build a talent pipeline to meet an organization's human capital needs
			3 Develop and integrate a talent management system into organizations
47	Software project management	P18MS4S1	1 Describe the scope of software project management.
			2 Explain the development of software and quality issues involved.
			3 Measure and certify the quality of the software developed.
48	Business intelligence	P18MS4S2	1 Derive meaning from huge volume of data and information
			2 Explain how knowledge discovering process is used in business decision making
			3 Apply the recent tools in business intelligence and take effective Business decisions
49	RDMS with oracle	P18MS4S3	1 Install Oracle Database Software and Identify system requirements.
			2 Use Optimal Flexible Architecture
			3 Install software with Oracle Universal Installer.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
50	Advanced MS excel for managers	P18MSPS4	1 Use basic to intermediate skills in MS Excel for in business applications
			2 Create solutions for data management and reporting byusing MS Excel utilities
			3 Apply Statistical tools for data analysis using MS Excel.
51	Total quality management	PXMS4:1	1 Describe the concepts and techniques of Quality in Management
			2 Explain the concepts related to Total Quality Management
			3 Apply the quality concepts in Business for better performance

**B3. Course Outcomes of all Programmes Offered by the Department**

**Name of the Programme : M.Phil. Programme**

<b>Sl. No.</b>	<b>Name of the Course</b>	<b>Course Code</b>	<b>Program Specific Outcomes (After completing this course, the students will be able to)</b>
1	Research Methodology in Management	M12MS101	1 Comprehend the nature of problem to be analysed
			2 Apply the advanced statistical tools in Management research
			3 Prepare scientific reports of the research work carried out
2	Thrust Areas in Research in Management	M15MS102	1 Develop a theoretical background in various dimensions of management field.
			2 Explore new areas of research in the field of management.
			3 Create an atmosphere for the selection of topics in the field of research in management.
3	Teaching and Learning Skills	M12MS103	1 Describe the operations and use of computers and common accessories in teaching and learning process
			2 Appreciate the role of ICT in teaching, learning and research
			3 Develop multimedia E-content in their respective subject.
4	Marketing Management-Consumer Behaviour	M12MS:01	1 Prepare questionnaires regarding customer behavior and purchasing pattern.
			2 Make research decisions by understanding the behavior of the consumers.
			3 Utilize the marketing opportunities in India by means of better understanding of the consumer behavior.

Sl. No.	Name of the Course	Course Code	Program Specific Outcomes (After completing this course, the students will be able to)
5	Human Resource Management- Strategic Human Resource Development	M15MS:02	1 Describe the features of Strategic Human Resource Development
			2 Differentiate traditional notions of HRD from SHRD
			3 Illustrate the theoretical reasons for which SHRD can add value to the business
6	Financial Management - Advanced Financial Management	M12MS:03	1 Discuss the financial management policy and its effect on interest rate, credit availability, prices and inflation rate
			2 Choose financial management plans and policies related to various organizations.
			3 Comprehend the behavioral analysis of interest rates: risk, liquidity and term structure
7	System and Operations Management - Supply Chain Management	M12MS:03	1 Explain the strategic importance of Supply Chain Management in corporate.
			2 Discuss the paradigm shift taking place in the process of decision making in Supply Chain Management.
			3 Exhibit the state of the art developments in Information Technology for effective and efficient Supply Chain Management.

