

**A.V.V.M. SRI PUSHPAM COLLEGE (AUTONOMOUS),
POONDI-613 503, THANJAVUR**



1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme Specific outcomes (PSOs) and Course Outcomes (COs) of the Programmes offered by the Institution

COURSE OUTCOMES

M.B.A. Management studies (2017 – 2018)

Semester	Category	Paper code	Title of the paper	Outcome
I	Core	17P1BA1	Managerial Communication	<ul style="list-style-type: none"> To evaluate personal communication, verbal and non-verbal, formal and informal to identify specific areas for improvement. To Design organizational communication that effectively uses presentations, reports, and mass communication. To evaluate ethical issues in all forms of communication within organizations.
	Core	17P1BA2	Ethics in Management	<ul style="list-style-type: none"> To recognize organizational challenges to ethical behavior. To Evaluate common beliefs about ethics—especially common beliefs about the role of ethics in business. To Demonstrate knowledge of established methodologies of solving ethical problems
	Core	17P1BA3	Management Information System	<ul style="list-style-type: none"> To evaluate the benefits and limitations of enterprise systems and industrial networks. To explain relationships between concepts of information systems, organization, management and strategy. To identify the salient characteristics of organizations. To analyze the relationship between information systems and organizations
	Core	17P1BA4	Managerial Economics	<ul style="list-style-type: none"> Students will have the ability to use data to inform economic and business decision making
	Core	17P1BA5	Organizational Behaviour	<ul style="list-style-type: none"> To discuss the development of the field of organizational behaviour and explain the micro and macro approaches. To analyze and compare different models used to explain individual behaviour related to motivation and rewards.

	Core	17P1BA6	Accounting for Management	<ul style="list-style-type: none"> To Participants in this course will develop the essential ability of all managers To use complex accounting information as a platform for decision-making. To Strong foundations in financial analysis, and development of crucial basic accounting skills will also enable participants to develop a management accounting focus.
II	Core	17P2BA7	Human Resource Management	<ul style="list-style-type: none"> To understand fundamental marketing concepts, theories, and principles in areas of marketing. To apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.
	Core	17P2BA8	Financial Management	<ul style="list-style-type: none"> To demonstrate an understanding of the overall role and importance of the finance function. To demonstrate basic finance management knowledge. To communicate effectively using standard business terminology.
	Core	17P2BA9	Marketing Management	<ul style="list-style-type: none"> To develop the understanding of the concept of human resource management and understand its relevance in organizations. To develop necessary skill set for application of various HR issues. To analyze the strategic issues and strategies required to select and develop manpower resources.
	Core	17P2BA10	Research methodology	<ul style="list-style-type: none"> Develop the ability to apply the methods while working on a research project work. Choose the appropriate research design and develop appropriate research hypothesis for a research project.
	Core	17P2BA11	Applied operation Research	<ul style="list-style-type: none"> To Measuring Customer Satisfaction. To Performance Measurement and Strategic Information Management - The Strategic value of Information; The Scope of Performance

				Measurement; The Cost of Quality;
	Core	17P2BA12	Operations Management	<ul style="list-style-type: none"> Identify operational and administrative processes. Describe the boundaries of an operations system, and recognize its interfaces with other functional areas within the organization and with its external environment.
	Practical	17P2BAP1	Basic Computer & Soft skill	<ul style="list-style-type: none"> Demonstrate a basic understanding of computer hardware and software. Apply logical skills to programming in a variety of languages.
III	Core	17P3BA13	Legal Aspects of Business	<ul style="list-style-type: none"> The course is divided into four modules dealing with formation of contract, breach of contract and its remedies; competition; formation of companies and its management; and dispute resolution. In addition To the relevant statutory provisions, important case laws would be discussed under each module. To
	Core	17P3BA14	Entrepreneurial Development	<ul style="list-style-type: none"> Oral and visual presentation skills and establish a foundation of confidence in the skills necessary to cause others to act. To Entrepreneurship and Innovation minors will be able to find problems worth solving
	Core	17P3BA15	International Marketing	<ul style="list-style-type: none"> To Have developed an understanding of major issues related to international marketing To Have developed skills in researching and analyzing trends in global markets and in modern marketing practice To be able to assess an organization's ability to enter and compete in international markets.
	Optional	17P3BA16A 17P3BA16B	Security Analysis and Portfolio Management/ Creativity Management	<ul style="list-style-type: none"> To provide students with a basic introduction to portfolio theory and study various methods of modeling the risk associated with stock investment such as the capital asset pricing model and arbitrage pricing theory. To encourage students to apply stock and option valuation models in portfolio

				<p>management.</p> <p>(or)</p> <ul style="list-style-type: none"> To understand different perspectives on why creativity matters. To appreciate how organizational factors such as culture, leadership, diversity and structure can both help and hinder creativity and innovation.
	Optional	17P3BA17A 17P3BA17B	Financial Market and Services/ Organizational Change and Development	<ul style="list-style-type: none"> To Computes economic value of bonds. To Computes economic value of stocks. To explains the structure of banking industry. <p>(or)</p> <ul style="list-style-type: none"> To provide you with an opportunity to become familiar with the basic theories of “change management,” To develop an awareness and fundamental knowledge of the need for change, why organizations change or fail to change, and how to plan for, manage and measure change.
	Optional	17P3BA18A 17P3BA18B	Tax Management/ Performance and Compensation Management	<ul style="list-style-type: none"> It enables the students to insights the basics of Income Tax Act and its implications in computing tax liability of an individual. To Students of the course will be able to explain different types of incomes and their taxability and expenses and their deductibility. <p>(or)</p> <ul style="list-style-type: none"> To Recognize how pay decisions help the organization achieve a competitive advantage. To Analyze, integrate, and apply the knowledge To solve compensation related problems in organizations. To Design rational and contemporary compensation systems in modern organizations.
	Project	17P3BAPR19	Project Work	<ul style="list-style-type: none"> Undertake problem identification, formulation and solution. Demonstrate the knowledge, skills and attitudes.

IV	Core	17P4BA20	Strategic Management	<ul style="list-style-type: none"> To expose students To various perspectives and concepts in the field of Strategic Management · The course would enable the students To understand the principles of strategy formulation, implementation and control in organizations. To help students develop skills for applying these concepts to the solution of business problems
	Core	17P4BA21	Services Marketing	<ul style="list-style-type: none"> To examine the nature of services, and distinguish between products and services. To identify the major elements needed to improve the marketing of services. To Develop an understanding of the roles of relationship marketing and customer service in adding value To the customer's perception of a service.
	Core	17P4BA22	Advertising and Sales Promotion	<ul style="list-style-type: none"> To examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program. To develop creative strategies for advertising. To Plan media strategy, scheduling, and vehicle selection. To assess strategic uses of sales promotions.
	Optional	17P4BA23A 17P4BA23B	International Financial Management / Knowledge Management	<ul style="list-style-type: none"> FOREX Risk management transaction risk exposure risks internal strategies shifting of risk (or) <ul style="list-style-type: none"> To discuss the key constituents of knowledge management solutions including infrastructure, processes, systems, tools, and technologies. To explain how knowledge management impacts contemporary organizations. To provide examples of the ways in which knowledge management impacts contemporary organizations.

	Optional	17P4BA24A 17P4BA24B	Financial derivatives / Labour Legislation	<ul style="list-style-type: none"> • To identify how derivative instruments can be used to change or hedge risk and evaluate risks and pay-offs associated with trading such instruments and their implications. • To understand the basic risk management and trading strategies using futures and options. (or) <ul style="list-style-type: none"> • To integrate the knowledge of Labour Law in General HRD Practice. • To History & Development of Labour Legislations in India.
	Optional	17P4BA25A 17P4BA25B	Cash Management/ Industrial Relations and Labour welfare	<ul style="list-style-type: none"> • To understand the role and strength of corporate restructuring for growth. • To facilitate the understanding of process and economic rationales of various corporate restructuring tools such as takeovers, acquisitions, joint ventures, disinvestments, amalgamations, buyback of shares, mergers, demergers, reverse mergers, etc. • To understand the anti-takeover strategies