

High Correlation	3
Moderate correlation	2
Low Correlation	1

**PROGRAM EDUCATIONAL OBJECTIVES (2017-19)**

COURSE OUTCOMES	PO 1. Demonstrate the knowledge of management science to solve complex corporate problems using limited resources	PO 2. Research literature and identify and analyze management research problems.	PO 3. Identify business opportunities, design and implement innovations in work space.	PO 4. Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.	PO 5. Apply ethical principles and make ethical choices.	PO 6. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.	PO 7. Communicate effectively with all stakeholders of his role as a manager.	PO 8. Engage in independent and life-long learning.
	<b>Perspective Management (C)</b>							
Develop multiple perspectives that impact business and life.	2		2		1	1	1	
Understanding of various organizational processes and behaviors and the theories.		1				2	1	
Demonstrate leadership behaviours			1		1		1	
Learn approaches and their consequences during crisis management	2				2	1		
Understand the role of managers and citizens in society			1		1	1		
Learn ways of staying positive and having a healthy mind		1	1			1		1
Understand the roles and functions of managers at various (entry, middle and the top) levels			1			1		
Understand the behavior, skills and mindset of a manager and of a leader.	1		1				1	
Understand various concepts and examples related to Strategic Management	1	1						
various steps to be followed to bring about change management		1		1		1		1
Understand the concepts and examples of TOM			1		1			
<b>Financial Accounting (C)</b>								
Understanding of the basic concepts of accounting and financial statements			2			1		
Ability to apply the principles and concepts of accounting						1		
Ability to execute the accounting process-			2					
Understanding the use of accounting software						1	1	
Understanding of all the items in the corporate financial statements					1	1		
Understanding the principles of revenue recognition					1			
Understanding revenue and capital income and expenditure	2		2					
Understanding different methods of depreciation			1				1	
Understanding the concepts of inventory valuation			1					
Ability to prepare a statement of changes in financial position		2				1		
Ability to read Annual Reports, Presentation and analysis of audit reports and directors' report	1						1	
Understanding basic cost concepts					1			1
Understanding the difference between errors and frauds	1		1		1			
Creative accounting and the Corporate Governance Report.					1			
<b>Business Statistics (C)</b>								
Able to apply basic concepts of business statistics in business situations	3				1			
Analyse charts graphs to analyse business situations			3					
Understand the uncertainty in business situations as probability	2					1		
Understand decision under risk, use of conditional expectation		1						
Use of distributions in Quality control, Six sigma and process control			1					
Understand Importance of Central limit theorem	2							
Understand Confidence interval as way of hypothesis testing		2						
Use of Hypothesis testing in research		3						
Use of Analysis of variance in research		2						
Understand Model building in relation to Correlation and regression Analysis		2						
<b>Operations Management (C)</b>								
Understand the basic concepts of Operations Management	2							
Understand the physical processes of Process analysis in Industry	2							

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Understand characteristics of equipment, machines and workflow in relation to Facility location	1							
Understand how, when, what and how much to order, stock and cost implications	2							
Understand capacity utilization, overall production planning and control	3							
Understand concept of dependency	2							
Understand and implement optimal ordering of jobs	1							
Understand application of operation to services	1							
Understand measurement of time management	2							
Understand quality and control methods, understand sources of variation	2							
Understand global standards, cost reduction	2							
Understand basic concept of supply chain	2							
<b>Managerial Economics (C)</b>								
Able to decipher, analyse and apply the theory and practice of Managerial Economics	2							
Develop an understanding of a businessman need to locate various factors affecting demand of his product and plan marketing & business strategies	3							
Understanding of the practical application of law of demand.	2							
Understanding of concepts like Consumer behavior , elasticity of demand , Demand forecasting and its applications.	1							
Understand the analytics of supply and demand	3							
Holistic understanding of production economy.	2							
Understand the relationship between costs, revenues, profits and losses	1							
Learn about the intricacies of the various market forms and their impact on the economy and business.	1							
Awareness about various pricing practices	2							
Learn about the role of profit in business	1							
Realize importance of the different methods of capital budgeting as a tool of project management	1							

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<b>Effective and Management Communication ( E )</b>								
Know the background and the development of communication			1				3	
Understanding the importance and role of communication	1					1	2	
Understand Mechanics behind the communication process	1						2	
Knowledge of difficulties experienced in communication			1			1	3	
Knowledge about Different types of communication						1		
Understanding the "barriers" to communication			1				2	
Understand Important non-verbal parameters in communication	1							2
Understand How to make your communication effective and attractive						2		1
Understand Communication in groups, guidelines to improve performance/effectiveness in group interactions	1	1		1	1			
Understand How to become a convincing and forceful public speaker						1		1
Understand the Ways to achieve impressive and meaningful written communication						1		
Demonstrate Correct and effective Report- writing techniques	1						1	
Understanding cultural diversity and Business etiquette with foreign clients						1		
Learnt Methods of effective audio- visual communication	1							
Experiential learning through audio-visual means	1							1
<b>Negotiation &amp; Selling Skills ( E )</b>								
Basic understanding of students related to Negotiation		1			1			
Deeper insight related to Negotiation framework	2			1				
Understanding basics of models in negotiation and strategies							1	
Understanding the difference between Marketing and Selling and giving them useful tips for succeeding in Sales							1	1
Awareness about importance of customer in selling process		1			1			
Understand different approaches required for selling different stakeholders	2				1			
Awareness about challenges and opportunities available in Start-ups domains	1							1
Enhanced effectiveness of a Salesperson by understanding Clues provided by body language.	2							1
<b>Information Technology for Management ( E )</b>								
Learning of basic concepts and components of IT							2	2
Learning different application of computer and IT in business			2	2				
Application of IT across the industries	2					1		1

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<b>Marketing Management (C)</b>								
Understanding of concepts in marketing management	3						1	1
Understanding fundamental concepts and vocabulary							1	
Understanding of the Marketing environment						1		1
Understand various concepts related to market research and its utility.		3						
Develop focus on Important issues related to success in consumer buying behavioural process.			2					
Knowledge of various important marketing concepts like Market Segmentation, Target Marketing, Positioning & Differentiation	2						1	
Understanding various practices related to the important aspects of marketing						1		
Understanding mechanism of developing a new product related process						1		
Understand the pricing dynamics being practiced by the organizations	2							1
Understanding of operational issues							1	2
Various concepts related to Communication Design Process			1					
Understand the important aspects of direct marketing in the changing circumstance					1			
Understand basics of various models of Marketing Strategies and their application	2							
<b>Financial Management (C)</b>								
Understanding the basic concepts of corporate finance and Indian financial system	3							
Ability to analyse the financial statements of companies using ratios						1		
Ability to prepare pro-forma financial statements and calculate the EFR		2						
Ability to calculate DOL, DFL and DCL	2							
Ability to calculate the working capital requirements, analyze working capital policies and understanding operating and cash cycle	2							1
Ability to use various evaluation techniques like NPV, IRR, PI, payback period etc.	2							
Understanding the features and characteristics of various financing options						1		
Understanding different capital structure theories and the impact of D/E ratio on EPS	2							
Ability to design the optimal capital structure	2							
Understanding the impact of dividend payout ratio and retention ratio on company's financial position	3							
<b>Operations Research (C)</b>								
Data Envelopment Analysis as extension of LPP model	3							
Understand application of Linear Programming in business.					1			
Understand special cases of LPP and apply in appropriate situation	2							
Understand Competitive environment of business			1					
Understand project management techniques							1	
Understand queue model as a measure of performance of system	2							
In want of assumptions of the model a working system can be created	2							
<b>Business Research Methods (C)</b>								
Understanding Meaning of research; Types of research,		3						
Understand Research Problem and Formulation of Research Hypotheses and Writing a research proposal		3						
Understanding Research Design		2						
Understanding Classification of Data		3						
Understanding Attitude Measurement and Scaling		2						
Understanding Questionnaire Design		2						
Understanding Sampling and Data Processing		2						
Understanding Univariate and Bivariate Analysis of Data	3							

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Analysing data using Testing of Hypotheses	3							
Chi-square Analysis	2							
Analysis of Variance	2							
Demonstrate Research Report Writing and Ethics in research					1			
<b>Human Resource Management (C)</b>								
Apply the theoretical and practical aspects of human resource management	2							
Understand the scope of HRM and its relationship to other social sciences				1				
Study the personnel function with respect to its organization, policies and responsibilities				1				
Understand the importance and the process of man - power planning, the process of job analysis,	2							
Compare and contrast methods used for selection and placement of human resources						1		
Understand the application of the theories of motivation , explaining the difference between internal and external equity in terms of monetary and non-monetary rewards and recognition		1				1		
Understand importance and process of performance management, organizational strategic planning and succession planning.				1				
steps required to analyze needs , develop and evaluate an employee training and development programs		1						
Define the concept and practice of change management and organizational development						1		

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<b>Legal Aspects of Business &amp; Taxation ( E )</b>								
Understanding the law and concepts of parties to the contract, consideration and other legal concepts				2				
Understanding the meaning of sale of goods and the rights and duties of vendor and consumer under the Act.	3							
Understanding various negotiable instruments available under the Act.				2				
Understanding the rights and duties of consumers under the Consumer Protection Act				1				
Understanding the requirements of forming a company under different categories and the importance of MOA, AOA and Prospectus				2				
Understanding the meaning and definition of intellectual property, types of intellectual property.				1				
Understanding the framework of Indian Income Tax Act with concepts of tax slabs, TDS, etc				2				
Ability to compute the income tax and tax liability of various assesses based on different cases.				2				
Clarity on concepts of Indirect taxes, manufacturing, excisable goods, classification of goods, valuation of goods and CENVAT				2				
Understanding the scope and coverage of Customs Act and the types of customs duties and the classification and valuation of goods				1				
Understanding the difference between MVAT and State Sales tax and the tax slabs and exemptions in the Act.				1				
Understanding the applicability of service tax and the tax slabs applicable.				1				
<b>Cost and Management Accounting ( E )</b>								
Understanding the concepts related to Financial, Cost and Management Accounting	3							
Understanding the difference between direct and indirect cost as well as apportionment and allocation of cost	2							
Ability to prepare the cost sheet	2							
Understanding the computation methods of cost under various costing methods	1							
Ability to make decisions using marginal cost concept and calculate BEP and Margin of safety	3							
Ability to prepare various types of budgets and analyze	2							
Ability to set a benchmark and calculate and analyze variances	3							
Understanding various responsibility centres and different transfer pricing methods	2							
Understanding the concepts and application of activity based costing	2							
Ability to calculate the selling price based on pre-determined targets	2							
Ability to calculate the cost of a product	2							
Ability to trace the direct costs and allocate indirect costs to present information on social and environmental costs and benefits	2							
Ability to set up a cost sheet for service industry.	2							

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<b>Management Information System (E)</b>								
Understand the Role of Information system in various organization						2		
Demonstrate Sector wise application of Information System	2							
Understand the Role of Information System in analyzing as well as decision making process							1	
Understand the application of MIS across the function and different industrial sector				2				