

PO	PO Code	Group
To educate and prepare a diverse group of individuals with the knowledge, analytical ability and management perspectives and skills needed to provide leadership to organizations.	PO1	2014 onwards
To develop and encourage interpersonal and professional skills that enable the individuals to contribute within diverse sets of teams and build internal and external relationships that facilitate success in contemporary organizations.	PO2	2014 onwards
To Build Strategic and innovative thinking skills to enable effective decision-making and problem solving	PO3	2014 onwards
To Formulate an integrative business project through the application of multidisciplinary knowledge	PO4	2014 onwards
To develop skills to generate novel and value creating products, processes or organizational forms.	PO4	2014 onwards
To impact information literacy, proficiency with technology and analytical techniques for decision making.	PO6	2014 onwards
To Demonstrate professional interaction , communication and leadership skills to lead in organizational situations.	PO7	2014 onwards
To impact Functional business knowledge of marketing, operations, information technology, finance, accounting, statistics and quantitative analysis.	PO8	2014 onwards
To enable students to understand, analyze, and apply ethics frameworks to corporate social responsibility and ethical decision making .	PO9	2014 onwards
To bring awareness of commonalities among international business activities and customs.	PO10	2014 onwards
To devise appropriate strategies for individuals own ongoing professional development and implementation of these strategies upon success completion of MBA program.	PO11	2014 onwards
To gain understanding of theoretical concepts related to business	PO 12	

Course Objectives

Semester I

Accounting for Managers	To enable the students gain knowledge about concepts, principles and techniques of accounting	CO1
	To enable the students use financial and cost data in planning, decision making and control	CO2
	Financial statements – concepts, conventions and standards that influence preparation of financial statements	CO3
	Identifying problem areas in business through various techniques of financial statement analysis	Co4
	Managing cost – that is, controlling and reducing cost	CO5

	Recent developments in Accounting and its relevance	Co6
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Semester I

Communication Skills	TO SHARPEN SPOKEN COMMUNICATION	1
	TO HELP THE STUDENTS DEVELOP WRITING SKILLS	2
	TO DEVELOP TEAM WORK AND INTERPERSONAL SKILLS	3
	TO HELP STUDENTS LEARN THE RELEVANCE OF NONVERBAL COMMUNICATION	4
	TO DEVELOP THE ART OF EFFECTIVE COMMUNICATION	5

Semester III

Corporate Tax Planning	To impart students with knowledge on tax, types of tax and their modalities	CO1
	To give insight on the taxes influencing a corporate entity both direct and indirect	CO2
	To orient the students on the procedures and formalities to be adhered with regard to tax matters	CO3
	To have a thorough knowledge of the functioning of Newly introduced Tax system - GST	CO4

Semester II

Corporate Valuation and Restructuring	To provide knowledge on valuation of business Enterprises	CO1
	To make students understand the various models of value based management	CO2
	To give insight on various forms of corporate restructuring	CO3
Financial Management	To understand about the objectives of financial management	CO1
24708	To determine the short term and long term finance	CO2
24709	To understand the time value of money concept	CO3
24710	To have a thorough knowledge on the leverage concepts in finance	CO4
24711	To understand and update the capital structure theories	CO5

24713	To understand the dividend policies practice	CO6
24714	To understand the working capital management practices	CO7
24716	To understand the Cost of capital decisions	CO8

Semester II	Human Capital Management		
		to enlighten students on principles and practices of HR	hcm
		to introduce the scope of HR	hcm2
		to capture the changing landscape of HR	hcm3
		to study in detail the various functions of HR	hcm4

Semester III	Indian financial System	To provide an insight into the functioning of Indian financial system	CO1
		To make students understand the various components of the financial system, the inter-relationship among different components and the impact on business enterprise	CO2
		orient the Students all the external forces influencing financial and strategic decisions of a business enterprise	

Semester III	Learning and Development	To enable the students to understand the concepts, principles and process of learning and development	1
		develop an understanding of how to assess training needs and design training programmes in an Organisational setting	2
		to help students Design and conduct training program	3

Semester I	Organisational Behavior	To enhance understanding of the fundamentals of leading, managing, and collaborating with others in the work place.	CO1
		To increase one's awareness of the people-related challenges of organizational life, and to build proficiencies in dealing with them effectively.	CO2

	One of the goals of the course is to help develop the interpersonal skills that will allow students to succeed in their future career	CO3
Performance Management System	to help the students have practical skills to improve their ability for performance appraisal in their organizations.	1
	to equip students with comprehensive knowledge of performance management	2
	to equip the students with skills of mentoring and coaching	3

Semester II	Research methodology	To instill comprehensive and stepwise understanding of the research process with theory and applying the concepts.	CO1
		To familiarize students with the types of management problems of organisation and how research helps in solving these problems	CO2
		To facilitate them develop insights into concepts of Research designs and methodology aimed at solving business problems	CO3

Semester I	Statistics for Management		
		To make the students understand the basic statistical tools for analysis & interpretation of data.	co1
		To make the students understand the practice of the scientific method, the ability to identify questions, collect data, find out and apply tools to interpret the data, and communicate the results	co2
		To make the students familiar with basic statistical techniques and their applications in managerial decision making.	co3
		To make the students understand the Conceptual overview of Statistics	co4

Semester IV	Strategic brand Management	Identify the key managerial decisions and analyze the key issues in brand management process	CO1
		Recommend appropriate brand elements for a chosen product for a target market	CO2
		Integrate brand strategies in the development of marketing programs and campaigns	CO3
		Measure and evaluate brand performance through a brand equity measuring system; and formulate and critically evaluate strategies and tactics for brand management.	CO4
		To give students a deeper understanding of the process of brand building in a variety of business contexts, the integrated requirements for effective brand reinforcement , revitalization as well as the models, measures and impact of brand equity.	CO5

Semester IV	Strategic Human resource Management	To develop the perspective of strategic human resource management.	CO1
		Distinguish the strategic approach to human resources from the traditional functional approach.	CO2
		Appreciate SHRM in the context of changing forms of organisation	CO3
		Understand human resource management from a systemic, strategic perspective.	CO4
		Manage and motivate employees using the basic principles of strategic human resource management.	CO5