

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

1. **PEO-1:** Students will establish themselves as effective professionals by solving real problems through the use of management science/practices knowledge and with attention to team work, effective communication, critical thinking and problem solving skills.
2. **PEO-2:** Students will develop professional skills that prepare/reinforce them for immediate employment and for life-long learning in advanced areas of management and related fields.
3. **PEO-3:** Students will demonstrate their ability to adapt to a rapidly changing environment by having learned and applied new skills and new competencies.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

1. **PSO1.** To prepare graduates who will design business solutions for problems across the various functional domain of Management.
2. **PSO2.** To prepare graduate who will contribute to the growth and development of the society through their research acumen and entrepreneurial skills.
3. **PSO3.** To prepare job ready graduates who are equipped with the requisite interpersonal skills and aptitude

PROGRAMME OUTCOMES (POS)

1. **PO1** Apply knowledge of management theories and practices to solve business problems.
2. **PO2** Foster analytical and critical thinking abilities for data-based decision making.
3. **PO3** Ability to develop Value based Leadership ability.
4. **PO4** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. **PO5** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
6. **PO6** Adapt and develop research acumen.
7. **PO7** Determine the entrepreneurial skills.
8. **PO8** Choose the best possible investment decisions for an enterprise.

COURSE OUTCOMES

PROGRAMME: MBA	DEGREE: PG	REG: R19	A.Y: 2019-20	SEMESTER: I AND II
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S.No	Year/ Sem	Course Name	Course Outcomes
1	I-I	MANAGEMENT & ORGANIZATIONAL BEHAVIOR	CO1 Understand Evolution of Management and contribution of Management thinkers
			CO2 Explain the relevance of environmental scanning, planning and to take decisions
			CO3 Understand international Financial Management
			CO4 Explain Balance of Payments
			CO5 Evaluate Foreign Exchange Markets
2	I-I	BUSINESS ECONOMICS	CO1 Differentiate Asset and liability Management
			CO2 Forecast Demand and Supply
			CO3 Predict Production and Cost Estimates
			CO4 Analyze Market Structure and Pricing Practices
3	I-I	FINANCIAL ACCOUNTING AND ANALYSIS	CO1 Understand Principles of Accounting, Accounting Process
			CO2 Compute Inventory Valuation
			CO3 Preparation, Analysis and Interpretation of Financial Statements
4	I-I	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS	CO1 Understand conceptual overview of Research
			CO2 Apply, analyze various simple & advanced statistical tools
			CO3 Apply the principles of research methodology for various projects
5	I-I	LEGAL AND BUSINESS ENVIRONMENT	CO1 Business Laws related to incorporating a company
			CO2 Law of contract and Negotiable Instruments
			CO3 Regulatory framework in India
6	I-I	TECHNOLOGY MANAGEMENT	CO1 Understand importance of Technological Innovation
			CO2 Understand importance of Research and development in technology management
			CO3 Forecasting of Technology
			CO1 Understand the importance of Communication in Business

7	I-I	BUSINESS COMMUNICATIONS (LAB)	CO2 Develop writing skills and presentation
			CO3 Writing business proposals and letters CO4 Application of business communication in the self-development process
8	I-I	STATISTICAL DATA ANALYSIS LAB	CO1 Analyse and apply the statistical tools for decision making
			CO2 Hypotheses Testing
			CO3 Discussion of Results for better decision making
9	II-I	PRODUCTION AND OPERATIONS MANAGEMENT	CO1 Understand concepts of Operations management
			CO2 Develop product & process design, analysis
			CO2 Analyze plant location and layout
			CO4 Scheduling and Material Management
10	II-I	MANAGEMENT INFORMATION SYSTEM	CO1 Understand concepts & applications of Management Information Systems
			CO2 Explain information Systems Planning & Implementations.
			CO3 Understand cyber-crime and information security.
11	II-I	DATA ANALYTICS	CO1 Understand importance of Analytics
			CO2 Understanding the analytical tools
			CO3 Application of Analytical tools to solve business problems.
12	II-I	DIGITAL MARKETING	CO1 Applying of digital marketing in the globalized market
			CO2 Illustrate channels of Digital Marketing
			CO3 Explain digital marketing plan
			CO4 Understand search engine marketing
			CO5 Explain online Advertising
13	II-I	ADVERTISING AND SALES MANAGEMENT	CO1 Explain importance of Sales Management, Sales Planning and Budgeting
			CO2 Understand need for distribution channels and managing them.
			CO3 Discuss challenges of advertising
			CO4 Determine factors affecting pricing
14	II-I	CONSUMER BEHAVIOR	CO1 Understand consumer behaviour
			CO2 Explain environmental influences on consumer behavior
			CO3 Explain perception and attitude of consumers
			CO4 Analyze consumer decision making
			CO5 Highlight marketing ethics towards consumers.
15	II-I	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	CO1 Understand Indian Investment Environment
			CO2 Explain portfolio Analysis
			CO3 Interpret bond valuation and management

			Understand equity valuation of Cash market and derivatives
16	I-II	HUMAN RESOURCE MANAGEMENT	Understand basic HR concepts
			C01 Explain process of recruitment and selection,
			C02 Analyze learning and development
			C03 Performance Management and Compensation
			C04 Evaluate employee retention strategies
			C05 Explain importance of employee welfare and grievances.
17	I-II	MARKETING MANAGEMENT	C01 Understand concepts of marketing management
			C02 Analyze markets and design customer driven strategies
			C03 Communicate the decisions towards business development with superior customer value.
			C04 Understand asset Liability management
18	I-II	FINANCIAL MANAGEMENT	C01 Understand goals of financial function
			C02 Understand investment criteria and decision process
			C03 Illustrate capital structure and Dividend Decisions
			C04 Understand asset Liability management
19	I-II	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	C01 Understand origin and application of OR
			C02 Understand Linear Programming Method
			C03 Understand Decision Theory and queuing theory.
			C04 These concepts help the student in taking decisions for business.
20	I-II	ENTREPRENEURSHIP	C01 Understand mindset of the entrepreneurs
			C02 Identify ventures for launching
			C03 Develop an idea on the legal framework and
			C04 Understand strategic perspectives in entrepreneurship
21	I-II	LOGISTICS SUPPLY CHAIN MANAGEMENT	C01 Understand growing importance of Supply Chain Management
			C02 Understand SCM Costs and Performance
			C03 Explain benchmarking in SCM
			C04 Insight sourcing and transportation
			C05 Global aspects in SCM
22	II-II	STRATEGIC MANAGEMENT	C01 Understand strategic management concepts
			C02 Explain tools and Techniques for Strategic analysis
			C03 Explain strategies for competing in globalized

			markets
			CO4 Evaluate strategy Evaluation and Control.
23	II-II	CUSTOMER RELATIONSHIP MANAGEMENT	CO1 Understand need of CRM
			CO2 Explain building customer relations
			CO3 Evaluate CRM process
			CO4 Analyze CRM structures
			CO5 Explain planning and Implementation of CRM
24	II-II	INTERNATIONAL MARKETING	CO1 Understand global Marketing Management
			CO2 Understand environment of global markets
			CO3 Assessing Global Market Opportunities
			CO4 Developing and Implementing Global Marketing Strategies
25	II-II	MARKETING OF SERVICES	CO1 Explain marketing Management of companies offering Services
			CO2 Explain characteristics of services
			CO3 Understand consumer behaviour in services
			CO4 Align service design and standards
			Delivering service, managing services promises
27	II-II	INTERNATIONAL FINANCIAL MANAGEMENT	CO1 Understand international Financial Management
			CO2 Explain Balance of Payments
			CO3 Evaluate Foreign Exchange Markets
			CO4 Differentiate Asset and liability Management
28	II-II	STRATEGIC INVESTMENT AND FINANCING DECISIONS	CO1 Evaluate Investment Decisions in Risk and uncertainty
			CO2 Explain strategic investment decisions
			CO3 Apply investment Appraisal Techniques
			CO4 Explain Financing Decisions
29	II-II	RISK MANAGEMENT	CO1 Understand concepts of Risk Management
			CO2 Evaluate Risk Management Measurement
			CO3 Understand Risk Management using Forward and Futures
			CO4 Understand Risk Management using Options and Swaps.
30	II-II	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	CO1 Understand cultural aspects of IHRM
			CO2 Explain role of IHRM in Successful MNC
			CO3 Explain global human Resource Planning
			CO4 Understand training and development of Global employees
			CO5 Evaluate Performance Management of Global employees
31	II-II	LEADERSHIP AND CHANGE	CO1 Explain Leadership, Role and function of a Leader



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		MANAGEMENT	CO2 Explain leadership theories and styles
			CO3 Understand organizational change concepts
			CO4 Understand perspectives of change
			CO5 Evaluate strategies for Managing change
32	II-II	TALENT AND KNOWLEDGE MANAGEMENT	CO1 Explain Talent Management Process
			CO2 Explain succession and career planning approaches
			CO3 Understand knowledge management aspects
			CO4 Evaluate knowledge management assessment and solutions