

Programme Objectives

Programme Education Objectives/statements:

PEO1: To be among the top league in University- B Schools in India.

PEO2: To develop state of the art infrastructure including digital academic and research resources for achieving excellence in management education.

PEO3: To catalyze research for building excellence in the area of management by collaborating with Government Industry and academia for the larger benefit of all the stakeholders in the process.

PEO4: To design and develop innovative strategies for effective teaching- learning pedagogy in management.

PEO5: To train young professionals to inculcate command as well as ability to shoulder corporate responsibilities and excellence with humility and sense of ownership and be socially responsible and ethical

Programme Outcomes:

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Course Objectives

Course Code	Course Title	CO	CO statement
PSMBT C101	Management Perspective	CO1	To familiarize the participants with the basic concepts, processes and current issues in managements
		CO2	To enhance their understanding of how organizations function and the complex relationship

			existing within the organization and processes of management
PSMBT C102	Principles of Marketing	CO1	To introduce the fundamental concepts of marketing and its role in an organization. the students will be able
		CO2	To understand the context of marketing environment, consumer behavior issues and strategies to build a customer centric organization
PSMBT C103	Legal Aspects of Business	CO1	To provide working knowledge of business laws and company law
		CO2	To teach practical application in Management
PSMBT C104	Managerial Economics	CO1	To impart basic knowledge of the concepts and tools of economic analysis and their application to business decisions
		CO2	To acquaint participants with the main features of aggregate economic system.
PSMBT	Accounting for	CO1	To enable the management students to update their knowledge

C105	Managers		of accounting concepts and techniques and also
		CO2	To enhance skills in utilizing the accounting and financial information in the process of managerial decision - making.
PSMBT C106	IT Applications in Management	CO1	To familiarize the students with the basic concepts of Computer Systems
		CO2	To acquaint the students with latest developments in the field of Information Technology
PSMBT C107	Quantitative Techniques	CO1	To bring out application of business research methods and its usefulness in managerial decision making
		CO2	To expose the students with the various research techniques and the process of applying these technique
PSMBT C108	Organizational Behaviour	CO1	Develop an understand of the dynamics of individual Behaviour at Individual, interpersonal, group and organizational levels;
		CO2	Acquire and sharpen such behavioural skills and attitudes as are

			desirable for improving personal and managerial effectiveness
PSMBT C201	Business Environ ment	CO1	To develop an awareness of the issues related to business
		CO2	To give the participants the basic understanding of the important aspects of business environment
PSMBT C202	Marketin g Manage ment	CO1	To discuss the marketing mix elements in detail and their implication in enhancing marketing effectiveness.
		CO2	To understand the role of each aspect of marketing mix and respective strategies to build a global marketing organization
PSMBT C203	Manage ment Science	CO1	To equip the participants with the relevant tools and techniques for applications in solving Managerial Problems.
		CO2	To each applications of quantitative methods in business situations
PSMBT C204	Human Resource Manage ment	CO1	To sensitize the students with the various facets of managing people
		CO2	To create an understanding of the various policies and

			practices of Human Resource Management.
PSMBT C205	Financial Management	CO1	To give an overview of the problems facing a financial manager in the commercial world.
		CO2	Evaluation and resolution of financial manager's problems.
PSMBT C206	Operations and Material Management	CO1	To introduce concepts of production and operation management in an organization and expose to analytical methods.
		CO2	To teach basic Management Decisions with respect to Production and operation management
PSMBT C207	Management Information and Decision Support Systems	CO1	To introduce to the students the management issues related to Information Systems
		CO2	To help them identify and evaluate various options in this regard.
PSMBT C208	Business Research Methods	CO1	To equip the students with the practical skills needed to carry out business research.
		CO2	Attention is also given for the applications of business research methods using MS

			Excel.
PSMBT C209	Business Communi- cation	CO1	The course is designed to provide exposure to the students about forms and practices of business communication
		CO2	To enable them to enhance their communication skills
PSMBT C301	Strategic Manage- ment	CO1	To highlight the importance of strategy management for organizational excellence
		CO2	To teach various issues related to strategic planning, formulation and implementation.
PSMBT E311	Consume- r Behavio- ur	CO1	To help the students to understand and apply the concepts of consumer behavior
		CO2	Enables students to understand how distinct consumer behaviour variables influence marketing decisions
PSMBT E312	Channel and Sales Manage- ment	CO1	To develop an understanding about a key area in Business Management i.e. Distribution and sales Management, as a potential means for gaining competitive Advantage.

		CO2	It aims to provide an opportunity to relook at this area from a strategic point of view rather than a tactical orientation in an organisation.
PSMBT E313	Integrate d Market ed Commun ication	CO1	To provide the students with an understanding of the strengths and weakness of the major marketing communication functions
		CO2	To build and manage the marketing communications that impact customer relationships and brands
PSMBT E314	Product and Brand Manage ment	CO1	To impart in-depth knowledge to the students regarding the theory and practice of Product and brand Management
		CO2	To explore the various issues related to Product and Brand Management
PSMBT E321	Security Analysis	CO1	To enable the students to understand the fundamental and technical analysis for Valuation of securities
PSMBT E322	Manage ment of	CO1	To develop an insight into the dynamic field of financial services

	Financial Services	CO2	To equip the students to understand and manage the ever evolving role of these services in overall financial system.
PSMBT E323	Risk Management and Insurance	CO1	To acquaint MBA students to the basics of Insurance and Risk Management.
		CO2	Developing an understanding about the various aspects of Insurance and Risk Management and their impact on the business
PSMBT E331	Strategic Human Resource Management	CO1	To provide an understanding of the concepts framework and strategic issues in Human Resource Management
PSMBT E332	Performance and Compensation Management	CO1	To provide an understanding of the concepts, frameworks and issues and careers in Performance and compensation Management
PSMBT E333	Organizational Change	CO1	To acquaint the students with issues related to the processes of organizational
	and		change and development.

	Intervention Strategies	CO2	To prepare them as Organizational Change facilitators using the knowledge and techniques of behavioral science
PSMBT E341	Global Business Operations	CO1	To prepare individuals to understand and address the complications associated with business operations in today's global economy.
		CO2	Focused on trade transactions and logistical knowledge, participants gain exposure to the terminology and challenges of managers operating in the global arena
PSMBT E342	Supply Chain Management	CO1	To provide basic knowledge regarding the concept and structure of Supply Chain Management
		CO2	To impart necessary skills for handling Supply chain issues of an enterprise.
PSMBT E343	Enterprise Resource Planning	CO1	To provide basic knowledge regarding the concept and structure of ERP systems
		CO2	To impart necessary skills for its implementation in a business enterprise.

PSMBT E344	Management of Technology and Innovation	CO1	To provide necessary skills for handling technological changes.
		CO2	To train the students for the innovation process Management
PSMBT C401	Project Management	CO1	Apprising the students will be concepts and techniques used in the process of project conception, feasibility study,
		CO2	Evaluation, implementation and control and thereby develop necessary skill for project planning and management
PSMBT C402	Ethics and Corporate Governance	CO1	To develop an awareness of the ethical issues related to business and to give the participants the basic understanding of the important ethical aspects of business.
PSMBT	Services Marketing	CO1	Aims to help the readers understand the increasing
E412	g		significance of Services worldwide.

		CO2	Aims at developing a strategic and multi-disciplinary approach to Services Businesses in a market scenario
PSMBT E413	Retail Manage ment	CO1	To stimulate student interest in retail career by discussing opportunity and challenges in the retail industry.
		CO2	To make students understand the world of retailing, strategic decision in the retail sector, relevance of merchandise management and issues related to store management
PSMBT E414	Strategic Marketin g	CO1	To highlight the importance of marketing strategy for organizational performance.
		CO2	Student will learn various strategic options with respect to market, competition and marketing mix elements
PSMBT	Internati onal	CO1	To give students as overall understanding of the international
E421	Financial		financial system

	Management	CO2	To create awareness about the functioning and operations of a Multinational Corporation.
PSMBT E422	Financial Derivative	CO1	To acquaint students to the basics of Financial Derivatives and their Management.
		CO2	Help them in developing an understanding about the various aspects of Financial Derivatives and their impact on the Business Risk Management.
PSMBT E423	Portfolio Management	CO1	To understand the fundamentals of constructing the portfolio in order to optimise risk and return.
PSMBT E431	Human Resource Development	CO1	To facilitate an understanding of the concepts, methods and strategies for Human Resource Development in the Organisational Context
PSMBT E432	Cross-Cultural Management	CO1	To expose the students to the international dimension of people's behaviour in organisations.

	ment	CO2	To develop a diagnostic and conceptual understanding of the cultural and related behavioural variables in the management of global organisations.
PSMBT E433	Industrial Relations and Labour Law	CO1	To provide as understanding of the conceptual framework and operational aspects of issues relating to Industrial Relations
		CO2	Attention is particularly focused on Indian Industries.
PSMBT E441	E-Commerce Strategies and Application	CO1	To understand E-Commerce issue for providing a secure and effective method of conducting a business
		CO2	To make students understand the use of E-Commerce in completing markets
PSMBT E442	Customer Relationship Management	CO1	To understand the fundamentals of CRM, which include understanding benefits of and difficulties in developing and implementing CRM strategies.
		CO2	Aims at making the students

			aware of CRM's role in managing customers as critical assets, business intelligence and knowledge management
PSMBT E443	Knowledge Management & Strategic Systems	CO1	To make students aware of the concepts and applications of knowledge management and role of strategic systems for the efficient knowledge management.
		CO2	Aims at making the students aware of the explicit knowledge concept and how it differs from data and information.
PSMBT E444	Global Logistics Management	CO1	To develop an understanding of the complexities and processes involved in global logistics and supply chain operations
		CO2	To teach the strategic implications of this area for an organization.
PSMBT E451	Tourism and Hospitality Management	CO1	To help the students to develop the core management skills and its application in the tourism and hospitality industry
PSMBT	Entrepreneurship	CO1	To introduce the fundamental concepts of