

Program: MBA (Full-Time)

Program Specific Outcomes (PSO)

- PSO1 Helped in designing with the objective of developing young men and women into highly adept professional managers.
- PSO2 Help students to explore practical application of the management concept.
- PSO3 Empowers students to demonstrate the ability to innovate, the ability to execute the most daunting of challenges in the most trying of circumstances.
- PSO4 Helped to create synergies amongst the most diverse set of variables and the ability to continuously learn, improvise, adapt, energize, excel and grow.
- PSO5 Encourage student on their professional development plans by reflecting on their first year's learning and Summer Internship experiences.
- PSO6 Providing a Strong analytical foundation in key functional areas and the other, enabling a high degree of academic flexibility, thereby allowing students to customize their MBA experience.

Course Outcomes (CO)

Compulsory Courses

COs of the course "Organizational Behaviour"

- CSO1 Help students develop an understanding of the basic management concepts and behavioural processes in organizations.
- CSO2 Introduces the concept of organization structure and design.

COs of the course "Quantitative Methods"

- CSO1 Familiarize with the basic statistical and linear programming techniques.
- CSO2 Help students to apply relevant quantitative tools in business decision making.

COs of the course "Managerial Economics"

- CSO1 Familiarize the students with concepts and techniques used in Micro-Economic theory.
- CSO2 To develop student capability to apply these concepts and techniques in making decisions pertaining to different business situations.

COs of the course "Financial Accounting"

- CSO1 Designed to provide a thorough understanding of the financial and management accounting techniques.
- CSO2 Helps in decision making process in the total business information system.

COs of the course “Marketing Management”

- CSO1 Introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services.
- CSO2 Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing.
- CSO3 Understanding the impact of Macro and Micro environment on Marketing, Global Marketing.

COs of the course “Human Resource Management”

- CSO1 Helps to sensitize students to various facets of managing people and to focus on the development of knowledge and skills that all managers and leaders need.
- CSO2 Familiarize students with current human resource practices that apply to their careers regardless of their field.
- CSO3 To facilitate the development of better understanding of human resources issues as they relate to other managerial functions.

COs of the course “Business Communication”

- CSO1 Aim of the course is to develop skills and competencies in participants to be able to communicate effectively through the written and oral medium.
- CSO2 The pedagogical focus of the course will be workshop based with emphasis on practice and skills development.
- CSO3 Familiarity with global business etiquette and protocols.

COs of the course “Information Technology Management”

- CSO1 Helps to develop micro-level individual competency amongst the participants with regard to contemporary Information Technology.
- CSO2 Introduce Information Technology: Hardware, Software, Data, Telecommunications and People; Planning an Information Technology set up for an organization.

COs of the course “Organization Effectiveness and Change”

- CSO1 Familiarize students with the basic organizational processes to bring about organizational effectiveness and change.
- CSO2 Introduction to concepts of Organizational Change and Development; Models of Change.

COs of the course “Management Science”

- CSO1 Encourage to develop an understanding of the students towards basic management science.
- CSO2 Familiarize students with different tools, techniques and decision models.
- CSO3 Exposed to the use of relevant and contemporary software packages as part of the curricula.

COs of the course “Economic Environment of Business”

CSO1 To acquaint the students with concepts and macroeconomic frameworks.

CSO2 Helps in understanding the economic environment of an economy and also to present their usefulness for business decision making.

COs of the course “Financial Management”

CSO1 To provide an understanding of the essential elements of financial management and the financial environment.

CSO2 Focuses on shareholder wealth maximization which encompasses much of modern corporate finance and its implication for decision making in the present context.

COs of the course “Management Accounting”

CSO1 Focus on providing skills on contemporary Management Accounting methodologies and issues.

CSO2 Helps in decision-making and control, and emerging modern cost management concepts.

COs of the course “Production and Operations Management”

CSO1 Familiarize the students with decision making in planning, scheduling, control and productivity improvement in production.

CSO2 Emphasis on effectiveness and efficiency of operations by job and work design, process design, layout design and design and control of systems.

COs of the course “Marketing Research”

CSO1 To provide understanding and learning fundamental concepts in the field of marketing research.

CSO2 To equip the students with research tools to conduct research and analysis for effective decision making.

COs of the course “Management of Information Systems”

CSO1 To develop a macro-level perspective of the information technology and its potential.

CSO2 To help organizations create sustainable competitive advantage in respective industries.

COs of the course “Business Ethics And Corporate Social Responsibility”

CSO1 To bridge the gap between the ethical behaviour of the individual and the challenges posed by organized business activity in the global marketplace.

CSO2 To educate students about legal, social and ethical matters in business, and make them sensitive to the consequences of their decisions.

COs of the course “Strategic Analysis”

CSO1 To cover the fundamentals of strategic analysis.

CSO2 Provides holistic perspective of an enterprise, critical from the point of view of top executives.

COs of the course “Legal Environment of Business”

CSO1 Helps to acquaint the students with the basic laws which govern and regulate business entities and transactions.

CSO2 Provide basic provisions and contemporary issues.

COs of the course “Strategic Management”

CSO1 To cover the implementation and process aspects of strategy.

CSO2 Focuses on the link between strategic analysis and strategic management, Interdependence of strategic analysis.

COs of the course “International Business Environment”

CSO1 Helps students to understand the contemporary changes in the global business environment.

CSO2 To familiarize with the extent of embeddedness of global business in the international institutional setting.

Compulsory Courses

COs of the course “Quantitative Analysis Of Financial Decisions”

CSO1 Focuses on concepts and techniques that are applied to financial modelling and financial decisions.

CSO2 It stresses the application of theory and techniques and extensive use of case studies.

COs of the course “Security Analysis And Investment Management”

CSO1 Helps to impart knowledge to the participants regarding the theory and practice of Security Analysis and Investment Decision Making Process.

CSO2 Introduction to Investment theory; Investment objectives, constraints and policies.

COs of the course “Portfolio Management”

CSO1 To give the students an in – depth knowledge of the theory and practice of Portfolio Management.

CSO2 Introduction to Portfolio theory; Investor’s objectives, constraints and policies.

COs of the course “International Financial Management”

- CSO1 To acquaint the students with the conceptual framework of the key decision areas in international finance.
- CSO2 To provide an overview of the financial environment in which multinational firms operate.

COs of the course “Management of Financial Services”

- CSO1 Aims to understand the role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues.
- CSO2 Focuses on financial services sector and developing an integrated knowledge of the functional areas of financial services industry in the real world situation.

COs of the course “Management Control System”

- CSO1 To gain knowledge, insights and analytical skills related to how the finance managers go about designing, implementing and using planning and control systems.
- CSO2 Encourage Conceptual framework of management control: Nature of Management Control Systems, Understanding Strategies, Behaviour in Organizations, Responsibility Centers.

COs of the course “Corporate Taxation”

- CSO1 Aim of this course is to familiarize the student with latest provisions of the Indian Corporate tax laws and related judicial pronouncements.
- CSO2 Describe the various aspects of corporate planning with a view to derive legitimate tax benefits permissible under the law.

COs of the course “Financial Derivatives”

- CSO1 Aims to set up study in the field of investments related to options, futures and other derivative securities.
- CSO2 To acquaint students with derivative securities, markets, pricing, hedging and trading strategies of derivative.

COs of the course “Project Planning, Analysis and Management”

- CSO1 Aim is to provide a suitable framework for gaining insight in the process of preparation, appraisal, monitoring and control of a project.
- CSO2 Focuses on the role project management techniques and how to mobilize finance for domestic and international projects.

COs of the course “Risk Management”

- CSO1 To develop an understanding of the underlying concepts, strategies and issues involved in the management of risk.
- CSO2 Providing the skills to identify and measure risks, quantify risks and create risk response strategies to deliver decisions that meet stakeholder expectations.

COs of the course “Fixed Income Securities”

- CSO1 To give the students an in – depth knowledge of the investment in fixed income generating securities.
- CSO2 Introduction to Fixed Income Securities; Markets for Fixed Income Securities and recent developments.

COs of the course “Corporate Governance”

- CSO1 To acquaint the participants with the fundamentals and practices of corporate governance in India and other countries.
- CSO2 Focuses on Genesis of Corporate Governance: Evolution, Principles, Main Drivers, Theories and Models.

COs of the course “Financial Reporting”

- CSO1 To allow student to gain ability to analyze financial statements including consolidated financial statements.
- CSO2 Familiarize with recent developments in the area of financial reporting.

COs of the course “Consumer Behavior”

- CSO1 Focuses on Marketing involves decision making in areas like product, pricing, branding, distribution, and promotion.
- CSO2 Aims to extract desired response in marketing effectiveness.
- CSO3 To provide insight into consumer psychology with special focus on how consumers think, feel and act about marketing stimuli that marketers develop.

COs of the course “Advertising Management”

- CSO1 Familiarize the students with the role of advertising in the context of promoting products and services.
- CSO2 Understanding the advertising process and key decision areas for effective management of this function.

COs of the course “Competitive Marketing”

- CSO1 Encourage skills for analyzing market competition and design competitive marketing strategies to be a winner at the market place.
- CSO2 Introduction to the competitive marketing strategies: Understanding the competitor.

COs of the course “Business Marketing”

- CSO1 Understanding the complex dimensions of the business marketing by focusing on the critical elements of value offerings in business markets.
- CSO2 Focuses on models and methods for design of marketing strategies in a business-to-business context.

COs of the course “Sales Force Management”

- CSO1 Understanding of concepts, which are helpful in designing sound programs for organizing and managing the sales force.
- CSO2 Emphasise on Sales Management, personal selling and salesmanship, the sales role in the marketing.

COs of the course “Services Marketing”

- CSO1 To acquaint the participants with the unique challenges faced by service marketers and augment skills and thinking to effectively marketing of services.
- CSO2 Emphasize on the emergence of service economy: contributory factors, consumption pattern analysis, economic transformation.

COs of the course “Sales Promotion Management”

- CSO1 To develop an understanding about concepts, methods and strategies of sales promotion.
- CSO2 Focuses on Sales Promotion and marketing mix; Nature and types of sales promotion; Consumer behaviour and sales promotion.

COs of the course “Brand Management”

- CSO1 Describes Branding context: assets and the asset, concept of value, brand and marketing metrics.
- CSO2 Aims to develop specific competencies involved in navigating brand effectively in dynamic marketing environment.

COs of the course “Internet Marketing”

- CSO1 To introduce the students to the emerging dimensions of the internet marketing and develop suitable strategies.
- CSO2 To leverage the potential of e-marketing for achieving organizational goals.

COs of the course “Retailing Management”

- CSO1 To introduce the student to the field of retailing management.
- CSO2 To understand the problems and issues faced by retailers.

COs of the course “Marketing Channel”

- CSO1 To provide an understanding about the company’s route to the market.
- CSO2 To understand and manage downstream part of value chain.

COs of the course “Analytical Marketing”

- CSO1 Introduce multidisciplinary analytical methods that lead to better decision making in Marketing Management.
- CSO2 To use Marketing research results and tools like spread sheet applications in Marketing will be discussed.

COs of the course “Advanced Research Techniques in Marketing”

- CSO1 To provide understanding of advanced concepts of research in the field of marketing research.
- CSO2 To equip the students with advanced research tools to conduct research and analysis for effective decision making.

COs of the course “Management of Industrial Relations”

- CSO1 Expose students to the conceptual and practical aspects of industrial relations at the macro and micro levels.
- CSO2 Describes Industrial Relations play an important role in organizations.

COs of the course “Human Resource Planning and Development”

- CSO1 To facilitate greater understanding of the importance of systematic planning for optimal deployment and utilisation of human resources.
- CSO2 Emphasize on techniques of organisational manpower mapping, quantification human resources and HR Matrices.

COs of the course “Manpower Development for Technological Change”

- CSO1 Aims to examine the major aspects of technological change and its impact on human resources management strategies.
- CSO2 Describe how human resources management strategies facilitate or hinder technological changes.

COs of the course “Cross Cultural and Global Management”

- CSO1 To provide conceptual clarity and diagnostic tools.
- CSO2 To identify and understand how social and cultural factors influence behaviour of people.

COs of the course “Performance Management”

CSO1 Helps to provide a comprehensive conceptual and practical insight in to the entire cycle of performance management.

CSO2 Identifying KPAs and KRAs, designing performance management system.

COs of the course “Training and Development”

CSO1 Provide an in-depth understanding to various stages in a training process

CSO2 Facilitates the students to learn some of the tools and techniques of training process.

COs of the course “Managing Interpersonal and Group Processes”

CSO1 Understanding regarding interpersonal and group processes and help the students to examine and develop process.

CSO2 Facilitation skills mainly through laboratory and other experience based methods of learning.

COs of the course “Managing Diversity”

CSO1 To create awareness and understanding among students about the role and importance of valuing and managing diversity.

CSO2 To study the importance of taking human resource initiatives.

COs of the course “Counseling Skills for Managers”

CSO1 To provide some insights to students into handling behavioural issues at work place by developing counselling skills.

CSO2 Helping in budding and existing managers and supervisors to develop counselling skills.

COs of the course “Human Resource Development: Strategies and Systems”

CSO1 To provide the students with a clear understanding of the concepts, processes, practices and strategies that form the basis of successful HRD in organizations.

CSO2 Facilitate the development of knowledge and skills that HR specialists need in performing their strategic role.

CSO3 Understanding of how concepts and theories can be put into practice in a variety of organizations.

COs of the course “Leadership, Power and Politics”

CSO1 Aims to develop an orientation for implementing complex and long-range decisions through effective leadership, power and influence.

CSO2 Develops the political will, expertise and personal skills to become flexible, innovative and adaptive in dealing with parochial politics and destructive power struggles in organizations.

COs of the course “Negotiation, Persuasion and Social Influence Skills”

CSO1 Help students develop their skills in effective use of different forms of influence in the decision-making process.

CSO2 Facilitate an understanding of the structure and dynamics of negotiation.

COs of the course “Personal Power & Leadership Through Asian Values”

CSO1 Develop a holistic perspective towards managerial actions, unleash personal power and foster organizational excellence.

CSO2 Aims to nurtures value based leadership that supports diversity and manages change effectively.

COs of the course “Compensation Management”

CSO1 Develop, amongst students, an understanding on various issues, approaches and practices of compensation management.

CSO2 To design, analyze and restructure reward management policies, systems and practices.

COs of the course “Advanced Operations Management”

CSO1 Help students develop an insight into the strategic aspects of operations management.

CSO2 Acquaint them with the contemporary philosophy, approaches, decision making tools and techniques.

COs of the course “Operations Strategy”

CSO1 Describes the need and role of an operations strategy particularly in view of cost, quality, flexibility and time competitiveness.

CSO2 To study the operations strategies especially in the light of globalization, environmental, ethical and social concerns.

COs of the course “Total Quality Management”

CSO1 To acquaint the students with the conceptualization of Total Quality.

CSO2 Aims to closely link management of quality with that of reliability and maintainability for total product assurance.

CSO3 Describes the Concept of Total Quality and its evolution.

COs of the course “Operations Research”

CSO1 To acquaint the students with the principles and techniques of Operations Research.

CSO2 To apply the OR decision models in different functional areas of Management.

COs of the course “Environment and Safety Management”

- CSO1 To enable the participants to appreciate the role of occupational safety and health at the corporate level and at work place.
- CSO2 Focuses on importance of human factors of engineering, environment management system (EMS) and its standards.
- CSO3 Introduction of Ergonomics and Human Factors of Engineering in Industries.

COs of the course “Modeling in Supply Chain Management”

- CSO1 To acquaint the students with various decision making models and tools available for managing the supply chain.
- CSO2 Equip students to apply the same in real-life situation. Wherever possible, spreadsheet based decision modeling.

COs of the course “Decision Models and Optimization”

- CSO1 To introduce advanced Operations Research tools for modelling and optimization of complex systems.
- CSO2 Provide a holistic approach towards decision making. Students would be able to use the models and solution methods in different functional areas of management.

COs of the course “Quantitative Analysis of Risk and Uncertainty”

- CSO1 To introduce more advanced quantitative/statistical techniques for analysis of systems with uncertainty.
- CSO2 Describes the probabilistic, statistical and decision theoretic approaches.

COs of the course “Production Planning and Control”

- CSO1 Help students develop an insight into the operational aspects Production and Operations Management.
- CSO2 Acquaint students with various concepts and decision making tools.

COs of the course “Supply Chain Management”

- CSO1 Help students develop an understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance.
- CSO2 Acquaint the students with various concepts, models and decision-making tools pertaining to supply chain.

COs of the course “Technology, Innovation and New Product Management”

- CSO1 Aims to enable participants to appreciate the role of technology, innovation and new product management in both corporate and public sector.
- CSO2 Emphasize on strategic aspects of decision making involved in process and technology choices, investment options, level of technology.

COs of the course “Entrepreneurial Management”

- CSO1 Provides students with a solid introduction to the entrepreneurial process of creating new businesses.
- CSO2 To develop an understanding of the importance of entrepreneurship for the Indian economy.

COs of the course “Entrepreneurship, Creativity and Innovation”

- CSO1 Develop an entrepreneurial mind set and gain insights about the critical role of Creativity and innovation.
- CSO2 Emphasize on Entrepreneurship and the Entrepreneurial process.

COs of the course “Social Entrepreneurship”

- CSO1 To introduce students to the context of social innovation and social entrepreneurship.
- CSO2 Provide an understanding of many of the opportunities, challenges and issues facing social entrepreneurs.

COs of the course “Family Business and Entrepreneurship”

- CSO1 Help students to understand how to capitalize on the strengths and manage the challenges of family-owned companies.
- CSO2 To develop an entrepreneurship approach.

COs of the course “Financing the Entrepreneurial Business”

- CSO1 Introduce the students to the issues and practices of financing entrepreneurial businesses.
- CSO2 Focusses on Valuation techniques; Raising equity capital; Pricing and structuring financings; Multiple rounds of financing & preserving one’s equity.

COs of the course “Managing the Growing Business”

- CSO1 Aim of this course is to present students an insight into what running an early stage growing business.
- CSO2 Provide an overview of the major strategic and operational issues that typically confront young growing businesses.

COs of the course “Managing E-Business”

- CSO1 Aimed at developing an understanding of emerging e-business paradigms, with special reference to various issues and concerns imperative to implementation of e-business strategies.
- CSO2 Focus on analysis of factors responsible for successes and failures of e-business initiatives.

COs of the course “Business Process Re-engineering”

- CSO1 Aimed at developing an appreciation of process view of organizations among the participants.
- CSO2 Focusses on IT enabled process redesign and process re-engineering as a part of this course.

COs of the course “System Analysis and Design”

- CSO1 To equip participants with tools and techniques for undertaking Analysis and Design of computer based commercial data processing systems.
- CSO2 Describes various aspects of software project management.

COs of the course “Strategic Management of Information Technology”

- CSO1 Designed to inculcate an understanding for leveraging Information Technology as a Strategic Tool for organizations and industries through concepts and cases.
- CSO2 Focuses on development of Information Technology Leadership.

COs of the course “Database Management Systems”

- CSO1 Introduce the participants to the theoretical fundamentals of relational database design for business applications in organizations.
- CSO2 Aims at providing the participants an opportunity to study the hands-on implementation of a data base in corporate environment.

COs of the course “Knowledge Management”

- CSO1 Aimed at helping students gain an insight into the basic concepts and application of Knowledge Management in business and industry.
- CSO2 Emphasise on Knowledge Management & Knowledge Engineering. History of Knowledge Management.

COs of the course “Managing IT-Enabled Services”

- CSO1 Introduce the students to the newly emerging area of IT enabled services.
- CSO2 To undertake extensive field work on role of IT in reshaping the Services Sector.

COs of the course “Network Operations, Management & Security”

- CSO1 To familiarize the participants with the fundamentals of computer networking and emerging security needs.
- CSO2 Aims at providing the participants an opportunity to appreciate network operations issues and concerns.

COs of the course “Business Intelligence”

- CSO1 To familiarize the participants with the emerging domain of managing businesses through data resource management.
- CSO2 To study availability and implementation of various business intelligence solutions.

COs of the course “Management of NGOS”

- CSO1 To acquaint the students with fundamental principles of NGO start-up management.
- CSO2 To develop analytical skills required for NGO organizational design, governance, human resource and system management.

COs of the course “Tourism Marketing”

- CSO1 To provide an overview of the tourism.
- CSO2 Emphasis on Marketing and Promotion of Tourism.

COs of the course “Transportation Management”

- CSO1 To acquaint the students with the major issues encountered in planning and executing different forms of transportation.
- CSO2 Focuses on the Significance of Transport as an activity: Airlines, Surface, Railways Ships and Water Transport.

COs of the course “Hospitality Marketing”

- CSO1 To combine marketing theory with strong practical emphasis on applications in hospitality industry.
- CSO2 Exploring Links between Operations & Marketing. Basics of Marketing Research in Hospitality Industry.

COs of the course “Hospitality Operations Management”

- CSO1 To prepare the students for decision making in different areas of hospitality.
- CSO2 Emphasis on applied areas like property and asset management, service and quality and overall productivity and performance management in a hospitality unit.

COs of the course “Civil Aviation Management”

- CSO1 To highlight special characteristics of civil Management.
- CSO2 Focuses on quantum of investment required, the need to comply with the safety norms and the concern for environment.

COs of the course “Airport Management”

- CSO1 To acquaint the participants with the commercial aspects of airport management.
- CSO2 To generate airport revenue, and to prepare a business plan.

COs of the course “Service Operations Management”

- CSO1 To acquaint the participants with decision making in planning, design, delivery, quality, maintenance and scheduling of service operations on a global basis.
- CSO2 To appreciate the role of service quality and supply chain in emerging service economy of India.

COs of the course “Total Service Quality Management”

- CSO1 To appreciate the role of quality in services particularly its assessment, control and recovery.
- CSO2 Focusses on customer satisfaction surveys and research using certain tools and models and assessment of total service quality management systems.

Program: MBA-Executive & MBA-Executive (Health Care Administration) (HCA)

Program Specific Outcomes (PSO)

- PSO1 Providing a strong conceptual foundation in key functional areas in the first and the other, enabling a high degree of academic flexibility allowing students to handicraft their MBA-Executive experience.
- PSO2 Helps in maintaining the momentum by building on the fundamentals and focus on chosen specialization by taking courses in the areas of finance, marketing, systems, strategy, leadership and entrepreneurship.
- PSO3 Trains students to the essential models and tools, needed to act on their aspirations, enable their evolution into thought leaders and change managers.
- PSO4 Familiarize students with the concept of contemporary business requirements in today's scenario.
- PSO5 Helps to builds a strong foundation in the basic areas of management and allows the students to specialize in functional areas of their interest.

Course Outcomes (CO)

Compulsory Courses

COs of the course “Organizational Behaviour & Managing Transitions”

- CSO1 To help executives gain an understanding of some basic behavioural and organizational processes.
- CSO2 Ensuring positive organizational performance.
- CSO3 Help understand individual, group and organizational behavior.

COs of the course “Quantitative Methods for Management”

- CSO1 Introduces participants to basic methods for collection, presentation and analysis of business data.
- CSO2 It emphasizes the application of a wide variety of quantitative techniques to the solution of business and economic problems.
- CSO3 To develop ability to select appropriate tool for a decision problem.

COs of the course “Managerial Economics”

- CSO1 To familiarize the students with concepts and techniques used in Micro-Economic Theory.
- CSO2 Help in making decisions pertaining to different business situations.

COs of the course “Accounting for Managerial Decisions”

- CSO1 To develop a strategic and policy perspective with respect to the principles of Accounting.
- CSO2 Emphasis is on core ideas and techniques with reinforced understanding using practical examples.

COs of the course “Marketing Management”

- CSO1 Introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services.
- CSO2 Focusses on Marketing Nature, Scope of Marketing & Marketing Concepts.

COs of the course “Managerial Finance”

- CSO1 To provide an understanding of the essential elements of financial management.
- CSO2 Examine the objective of shareholder wealth maximization which encompasses much of modern corporate finance and its implications.

COs of the course “Information Technology”

- CSO1 To develop executive appreciation of the use and management of contemporary Information Technology.
- CSO2 Emphasize on Elements of Information Technology: Hardware, Software, Data, Telecommunications and People.

COs of the course “Human Resource Management”

- CSO1 To enable the participants understand the key components of managing people in organizations.
- CSO2 Focus would be to understand the nuances of human resource management systems.
- CSO3 Provide better understanding of using HR practices as competitive tool for organizational excellence.

COs of the course “Operations Management for Executives”

- CSO1 To familiarize the Executive students with the concepts, tools and techniques of Operations Management.
- CSO2 The focus of the course would be on emphasizing the strategic importance of operations in overall business decisions.

COs of the course “Economic Environment of Business”

- CSO1 To acquaint the students with concepts and macroeconomic frameworks.
- CSO2 Help in understanding the economic environment of an economy and also to present their usefulness for business decision making.
- CSO3 Focus of this course will be on policy regime changes in India since independence.

COs of the course “Strategic Financial Management”

CSO1 Develop understanding about the key elements in design-ing and managing the organization’s financial strategy.

CSO2 It discusses the strategic financial objectives of an organization.

COs of the course “Marketing Research”

CSO1 To provide understanding and learning fundamental concepts in the field of marketing research.

CSO2 To equip the students with research tools to conduct research and analysis for effective decision making.

COs of the course “Business Communication”

CSO1 Aim of the course is to develop skills and competencies in participants to be able to communicate effectively through written and the oral medium.

CSO2 Focus of the course will be workshop based with emphasis on practice and skills development.

COs of the course “Delivering Information Services”

CSO1 Develop a macro-level perspective of information ser-vices in an organization.

CSO2 Primarily focuses on competitive advantage, business transformation through IT and innovative practices in IT.

COs of the course “Business Ethics & Corporate Governance”

CSO1 Seeks to bridge the gap between the ethical behaviour of the individual and the challenges posed by organized business activity in the global marketplace.

CSO2 To educate students about legal, social and ethical matters in business.

CSO3 Encourages critical ethical thinking and decision making.

COs of the course “Strategic Management”

CSO1 To cover the implementation and process aspects of strategy.

CSO2 Emphasize on strategic analysis and strategic management, Interdependence of strategic analysis.

COs of the course “Sustainable Business & Development”

CSO1 To develop a strategic and policy perspective with respect to the sustainability of businesses in long term.

CSO2 Help the students in integrating the role of sustainability into business operations, policies & practices.

COs of the course “Managing Multinationals”

CSO1 To understand the contemporary challenges experienced by the managers of multinational enterprises.

CSO2 To familiarized with the extent of embeddedness of global business in the international institutional setting.

COs of the course “Legal Environment of Business”

CSO1 To acquaint the students with the basic laws which govern and regulate business entities.

CSO2 Focusses on basic provisions and issues relating to law.

Elective Courses

COs of the course “Financial Decision Analysis”

CSO1 Develops concepts and techniques that are applied to financial decisions.

CSO2 It stresses the application of theory and techniques and extensive use of case studies.

COs of the course “Security Analysis”

CSO1 To develop a strategic and policy perspective with respect to the principles of Investment decisions of an investor.

CSO2 Emphasis is on core ideas and techniques with reinforced understanding using practical examples.

COs of the course “Financial Markets & Investment Management”

CSO1 To provide an in-depth understanding of the functioning of the financial markets and investment decision making process.

CSO2 Understanding of the operations of Indian and international stock markets.

COs of the course “Portfolio Management”

CSO1 To develop a strategic and policy perspective with respect to the principles of Portfolio Management.

CSO2 Emphasis is on core ideas and techniques with reinforced understanding using practical examples.

COs of the course “Multinational Business Finance”

CSO1 To acquaint the students with the conceptual framework of the key decision areas in multinational business finance.

CSO2 Objective of the course is to provide an overview of the financial environment in which multinational firms operate.

COs of the course “Merchant Banking & Financial Services”

- CSO1 To understand role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues.
- CSO2 Examine the present status and developments that are taking place in the financial services sector.
- CSO3 Developing an integrated knowledge of the functional areas of financial services industry in the real world situation.

COs of the course “Management Control Systems”

- CSO1 To allow the student to gain insights and acquire requisite skills required for designing, implementing and using planning and control systems.
- CSO2 To understand the role of management control systems in efficiently managing organizations in the global context.

COs of the course “Corporate Tax Planning”

- CSO1 To allow students to gain knowledge related to understanding the latest provisions of the Indian Corporate tax laws and related judicial pronouncements.
- CSO2 To enable the students to find useful application of the knowledge gained in taking different financial/managerial decisions.

COs of the course “Derivatives and Risk Management”

- CSO1 Provide working knowledge of financial Derivatives and the principles and practices of financial risk management.
- CSO2 Acquaint students with derivative securities but also it integrates risk management as part of financial theory and practice.

COs of the course “Fixed Income Securities”

- CSO1 Understand the concept of fixed income securities, Valuation of fixed income securities.
- CSO2 Emphasize on Bond classes: Money market instruments, STRIPS, callable bonds, puttable bonds, bonds with embedded options.

COs of the course “Financial Modelling & Business Forecasting”

- CSO1 Develops concepts and techniques that are applied to financial and modelling and business forecasting.
- CSO2 Focusses on Econometric Methods for Finance: Objective behind building of econometric models, micro and macro models.

COs of the course “Private Equity & Venture Capital”

- CSO1 To acquire an understanding of the environment and functioning for private equity and venture capital in the international context.
- CSO2 To gain an insight in to private equity and venture capital.
- CSO3 Learn about issues and context of off shore funding, investment and working of financial markets.
- CSO4 To manage risks associated with international operations of various investors.

COs of the course “Behavioural Finance”

- CSO1 To develop a strategic and policy perspective with respect to the principles of Behavioural Finance.
- CSO2 Emphasis is on core ideas and techniques with reinforced understanding using practical examples.

COs of the course “Personal Investing”

- CSO1 Provide understanding of basic investment theories, investment instruments.
- CSO2 To equip students to perform investment analysis and make sound personal investment decisions.

COs of the course “Commodity Markets”

- CSO1 To understand the functioning of these markets and what influences their price movements and risks.
- CSO2 Emphasize on Commodity Market: A Perspective, Global scenario, Development of Commodity market, Relevance and Potential of Commodity Markets in India.

COs of the course “Working Capital Management”

- CSO1 To acquaint the students with the importance of the working capital management.
- CSO2 Focusses on the techniques used for effective working capital management both at micro and macro level.

COs of the course “Consumer Behaviour”

- CSO1 Provide insight into consumer psychology with special focus on how consumers think, feel and act about marketing stimuli that marketers develop.
- CSO2 Emphasise on Marketing success and failure and consumer behaviour: manager and consumer perspectives, strategy consistency and inconsistency.

COs of the course “Advertising Management”

- CSO1 To acquaint the students with concepts, techniques and role of advertising in promoting products and services.
- CSO2 To give experience in the application of concepts for developing an effective advertising programme.

COs of the course “Competitive Marketing”

CSO1 To develop skills for analyzing market competition.

CSO2 To design competitive marketing strategies to be a winner at the market place.

COs of the course “Business Marketing”

CSO1 To develop an understanding of the complex dimensions of the business.

CSO2 Focusing on the critical elements of value offerings in business markets and apply models.

COs of the course “Sales Force Management”

CSO1 To acquaint the students with the concepts which are helpful in developing a sound sales policy.

CSO2 Emphasize on Sales Management- Understanding Sales Management, Personal Selling and Salesmanship, Nature and Scope of Personal Selling.

COs of the course “Services Marketing”

CSO1 To acquaint the students with the unique challenges faced by service marketers.

CSO2 Focusing on the emergence of service economy: contributory factors, consumption pattern analysis, economic transformation.

COs of the course “Sales Promotion Management”

CSO1 To develop an understanding about concepts, method and strategies of sales promotion.

CSO2 Emphasize on Sales Promotion, Nature and Scope of Sales Promotion, Advantages and Limitations, Objective and Impact- Sales Promotion.

COs of the course “Brand Management”

CSO1 Aims to develop specific competencies involved in navigating brands effectively in a dynamic marketing environment.

CSO2 Designed to prove insight to students into the process by which brands create superior marketing results.

COs of the course “Internet Marketing”

CSO1 Describes the emerging dimensions of the internet marketing and develop suitable strategies to leverage the potential of e-marketing for achieving organizational goals.

CSO2 Introduce Internet Marketing: Nature and scope, Evolution of WWW and the Digital World: Digital Marketing Process, Marketing with Networks.

COs of the course “Retailing Management”

CSO1 To introduce the student to the field of retailing management.

CSO2 To under-stand the problems and issues faced by retailers and develop winning strategies for retailing business.

COs of the course “Marketing Channel”

CSO1 To provide an understanding about the company’s route to the market.

CSO2 To understand and manage downstream part of value chain.

CSO3 Introduce Marketing Channel: structure and function, Relationship with sales management, Design of marketing channel.

COs of the course “Analytical Marketing”

CSO1 Introduce multidisciplinary analytical methods that lead to better decision making in Marketing Management.

CSO2 To use Marketing research results and tools like spread sheet applications in Marketing.

COs of the course “Advanced Research Techniques in Marketing”

CSO1 Understanding of advanced concepts of research in the field of marketing research.

CSO2 To equip the students with advanced research tools to conduct research and analysis for effective decision making.

COs of the course “Strategic Analysis”

CSO1 Designed to cover the fundamentals of strategic analysis.

CSO2 Gives a holistic perspective of an enterprise, critical from the point of view of top executives.

COs of the course “Managing Diversity”

CSO1 Create awareness and understanding among students about the role and importance of valuing and managing diversity.

CSO2 Introduces to the Overview of the Diversity Challenge; Recruiting and selecting a diverse work force; Social Psychological perspectives of workforce diversity.

COs of the course “Cross Cultural and Global Management”

CSO1 To provide conceptual clarity and diagnostic tools to identify and understand how social and cultural factors influence management systems.

CSO2 Understanding cultural stereotypes; Influence of Social and Cultural concepts in business organizations.

COs of the course “Performance Management & Training Intervention”

CSO1 To provide a comprehensive conceptual and practical insight into the entire cycle of performance management.

CSO2 Facilitate students towards a skill based approach to identifying KPAs/ KRAs, designing performance evaluation form.

COs of the course “Counseling Skills for Managers”

- CSO1 To provide some insights to students into handling behavioural issues at work place by developing counselling skills.
- CSO2 Help the budding and existing managers and supervisors to develop counselling skills and apply them appropriately in the right situation.

COs of the course “Change & Intervention Strategies”

- CSO1 Facilitate the learning of organization development theory and change interventions techniques.
- CSO2 Help students connect theories on organizational change and intervention techniques.
- CSO3 To develop a plan for the analysis of a concrete problem of change and formulate proposals for intervention.

COs of the course “Managing Interpersonal and Group Processes”

- CSO1 Understanding regarding interpersonal and group processes.
- CSO2 To help the students to examine and develop process facilitation skills mainly through laboratory and other experience based methods of learning.

COs of the course “Industrial Relations”

- CSO1 Expose students to the conceptual and practical aspects of industrial relations.
- CSO2 Introduces to Industrial Relations: Concept & Scope; Industrial Relations Perspectives: Conflict model Vs. Collaboration model. Globalisation and the emerging socio-economic scenario.

COs of the course “Competitive Strategy”

- CSO1 To understand why some firms perform better than others.
- CSO2 Understanding the Business Landscape, External Business Environment, the Interaction between External and Internal Environments.

COs of the course “Learning Organization”

- CSO1 Aims at the learning organisation with its capacity for continuous change is ideally suitable for the complex and unpredictable economic.
- CSO2 To develop some insights on how the organisation can learn, what are the factors that influence the process of learning.

COs of the course “Organizational Leadership: Inspiration, Dilemmas & Action”

- CSO1 Understanding organizational leadership by drawing insights from ancient wisdom traditions based on great works of literature and classic pieces in humanities.
- CSO2 Focuses on Leadership and vision, idealism, heroism, values, beliefs, ambition, virtue, myths, rituals; Skills and tasks necessary for successful leadership.

COs of the course “Power, Politics & Organizational Decision Making”

CSO1 To expose the management students to understand the psychological processes involved in power, politics and organizational decision making.

CSO2 Offers a broad overview of political psychology & internal dynamics of organization.

COs of the course “Organizational Theories: Structure & Design”

CSO1 Covers organizational theory, research and applications important to managerial and organizational effectiveness.

CSO2 Aims to provide understanding of contemporary organizational designs in the globalized environment.

COs of the course “Personal Power & Leadership Through Asian Values”

CSO1 To develop a holistic perspective towards managerial actions, unleash personal power, foster organizational excellence.

CSO2 To nurture value based leadership that supports diversity and manages change effectively

CSO3 Based on principles embodied in the Asian knowledge traditions.

COs of the course “Negotiation, Persuasion & Social Influence Skills”

CSO1 To help students develop a superior ability to influence decision-making processes, preparing them for leadership positions.

CSO2 Focus on the problems and possibilities of effective negotiations, persuasion and influence at work and other settings.

CSO3 Treat a variety of situations, including conflict between individuals, between departments, across levels, across cultural differences.

COs of the course “Manpower Development for Technological Change”

CSO1 Aims to examine the major aspects of technological change and its impact on human resources management strategies.

CSO2 Describes Evolution of human resources management philosophies; environmental impact on human resources management strategies.

COs of the course “Human Resource Development: Strategies & Systems”

CSO1 To provide the students with a clear understanding of the concepts, processes, practices and strategies & systems.

CSO2 To facilitate the development of knowledge and skills that HR specialists need in performing their strategic role.

CSO3 To familiarize students with the role of line managers and HR specialists in HRD.

COs of the course “Compensation and Rewards Management”

CSO1 Understanding on various issues, approaches and practices of compensation management.

CSO2 To design, analyze and restructure reward management policies, systems and practices.

COs of the course “Career Management”

CSO1 Aims to focus on the basics of career management.

CSO2 Emphasise on New employment reality and labour market trends; Career contexts; Career stages and exploration

COs of the course “Management Development”

CSO1 Understanding on concepts, methods, and strategies underlying the development of executives.

CSO2 Focussing on Objectives and Functions of HRD Professionals; Open Systems Theory Perspective for Training; Strategic Planning Approach.

COs of the course “Management Science for Executives”

CSO1 To introduce advanced Operations Research tools for modelling and optimization of complex systems.

CSO2 Provide a holistic approach towards decision making.

COs of the course “Operations Strategy”

CSO1 Expose students to the need for formulating appropriate Operations strategy.

CSO2 Understanding of the need for alignment of the operations strategy with other functional strategies of the Organization

COs of the course “Total Quality Management”

CSO1 To acquaint the students with the conceptualization of Total Quality (TQ) from design assurance to processes’ assurance to service assurance.

CSO2 Aim to closely link management of quality with maintenance and environment for total product assurance.

COs of the course “World Class Manufacturing”

CSO1 Help executive students develop an insight into the advanced operations and manufacturing practices prevalent across the globe.

CSO2 Understanding about the applicability of the world class manufacturing (WCM) concepts and practices across both manufacturing and service organizations.

COs of the course “Environment and Safety Management”

- CSO1 To enable the participants to appreciate the role of occupational safety and health at corporate level and at the work place.
- CSO2 Focuses on importance of human factors of engineering, environment management system (EMS) and occupational health.

COs of the course “Quantitative Analysis of Risk and Uncertainty”

- CSO1 To introduce more advanced quantitative/statistical techniques for analysis of systems with uncertainty.
- CSO2 Describes Challenges in decision making under risk and uncertainty; Risk Assessment, Risk Management and Risk Communication.

COs of the course “Supply Chain Management”

- CSO1 Understanding the strategic role of supply chain management.
- CSO2 To develop capabilities of carrying out analysis and performance benchmarking of supply chains.

COs of the course “Technology, Innovation and New Product Management”

- CSO1 Aims to enable students to appreciate the role of technology, innovation and new product management in both corporate and public sector.
- CSO2 Emphasize on strategic aspects of decision making involved in process and technology choices, investment options, level of technology absorption and the derived competitive advantages.

COs of the course “Service Operations Management”

- CSO1 To acquaint the participants with decision making in planning, design, delivery, quality, maintenance and scheduling of service operations on a global basis.
- CSO2 To appreciate the role of service quality and supply chain in the emerging service economy of India.

COs of the course “Entrepreneurial Management”

- CSO1 Provides students with a solid introduction to the entrepreneurial process of creating new businesses.
- CSO2 To develop an understanding of the importance of entrepreneurship for the Indian economy.

COs of the course “Entrepreneurship, Creativity and Innovation”

- CSO1 To develop an entrepreneurial mind set and gain insights about the critical role of Creativity and innovation.
- CSO2 Understanding Entrepreneurship and the Entrepreneurial process.

COs of the course “Social Entrepreneurship”

- CSO1 To introduce students to the context of social innovation and social entrepreneurship.
- CSO2 Provide an understanding of many of the opportunities, challenges and issues facing social entrepreneurs.

COs of the course “Family Business and Entrepreneurship”

- CSO1 Help students to understand how to capitalize on the strengths and manage the challenges of family-owned companies.
- CSO2 To develop an entrepreneurship approach.

COs of the course “Financing the Entrepreneurial Business”

- CSO1 Introduce the students to the issues and practices of financing entrepreneurial businesses.
- CSO2 Make better investment and financing decisions in entrepreneurial settings.

COs of the course “Managing the Growing Business”

- CSO1 To present students an insight into what running an early stage growing business.
- CSO2 Provide an overview of the major strategic and operational issues that typically confront young growing businesses.

COs of the course “Micro Finance & Entrepreneurship”

- CSO1 Provide the students with a theoretical and practical understanding of the concept of microfinance and entrepreneurship.
- CSO2 Understanding the impact of microfinance on the development of small business enterprises and social development.

COs of the course “Venture Financing & Entrepreneurship”

- CSO1 Emphasise on creative methods for acquiring a variety of resources.
- CSO2 Understanding the value of the business plan as a planning tool and as a sales tool in obtaining financing.

COs of the course “Managing Marketing of SMEs”

- CSO1 To study small and medium scale enterprises and understand their contribution to an economy.
- CSO2 Provide knowledge of managing the SME’s by drawing insights from other functional areas of business.

COs of the course “Corporate Entrepreneurship”

- CSO1 To aid the students to understand the entrepreneurial processes and principles as applied in established organizations.
- CSO2 Facilitates the students to identify creative ways to overcome obstacles to entrepreneurship in established companies.

COs of the course “Information Technology for Creating Business Value”

- CSO1 To inculcate an understanding among the participants for leveraging Information Technology.
- CSO2 Focuses on innovative use of Information Technology.

COs of the course “Managing Software Projects”

- CSO1 To develop competency on managing software projects in the context of business organizations.
- CSO2 Focuses on Project Integration Management; Project Scope Management; Requirement Change Management.

COs of the course “Business Process Re-engineering”

- CSO1 Aimed at developing an appreciation of process view of organizations among the participants.
- CSO2 Expected to explore IT enabled process redesign and process re-engineering in their respective job positions.

COs of the course “Executive Effectiveness through Information Technology”

- CSO1 Enable students develop individual IT competency for executive efficiency in their roles.
- CSO2 Aims at providing the participants an opportunity to develop extensive hands-on practice on various tools.

COs of the course “Business Analytics & Business Intelligence”

- CSO1 Understanding of business performance based on data and statistical methods.
- CSO2 Executive decision support through data would be the central theme of this course.

COs of the course “System Analysis & Design”

- CSO1 To equip students with tools and techniques for undertaking Analysis and Design of computer based commercial data processing systems.
- CSO2 Familiarized with the emerging set of tools for undertaking analysis and design of IT projects.

COs of the course “Managing E-Business”

CSO1 Aimed at developing an understanding of emerging e-business paradigms.

CSO2 Focus on analysis of factors responsible for successes and failures of e-business initiatives.

COs of the course “Managing Information Technology Enabled Services”

CSO1 Introduce the students to the newly emerging area of IT Enabled Services and their impact on economies and society.

CSO2 Expected to undertake extensive field work on role of IT in transforming the Services Sector.

COs of the course “Knowledge Management”

CSO1 Aimed at helping students gain an insight into the basic concepts and application of Knowledge Management.

CSO2 It involves deliberations on the basic processes and tools of managing knowledge in organizations.

COs of the course “Management of Non-Profit Organisations”

CSO1 To acquaint the participants with fundamental principles of non-profit organization.

CSO2 To develop analytical skills required for non-profit organisation’s organizational design, governance, human resource and system management.

COs of the course “Global Environment of Service Sector”

CSO1 To sensitize the participants in the changing scenario of service industries throughout the world.

CSO2 Draws attention to international agencies and regulations impacting service sectors in different regions of the globe.

COs of the course “Transportation Management”

CSO1 To acquaint the students with the major issues encountered in planning and executing different forms of transportation.

CSO2 Describes the Significance of Transport as an activity: Airlines, Surface, Railways Ships and Water Transport.

COs of the course “Hospitality Marketing”

CSO1 To combine marketing theory with strong practical emphasis on applications in the hospitality industry.

CSO2 Exploring Links between Operations & Marketing; Basics of Marketing Research in Hospitality Industry.

COs of the course “Hospitality Operations Management”

CSO1 To prepare the participants for decision making in different areas of hospitality operations management.

CSO2 Emphasis is on applied areas like property and asset management, service and quality and overall productivity and performance management in a hospitality unit.

COs of the course “Civil Aviation Management”

CSO1 The focus would be on the quantum of investment required, the need to comply with the safety norms and the concern for environment.

CSO2 Describes Special Characteristics of Civil Aviation; Application of Economy Modules and Regression Analysis in Air Passenger Demand Forecasting.

COs of the course “Total Service Quality Management”

CSO1 Role of quality in services particularly its assessment, control and recovery.

CSO2 Focus has to be given on customer satisfaction surveys and research using certain tools and models and assessment of total service quality management systems.

COs of the course “Hospital Organization and Control”

CSO1 Focus on the internal organization and functioning of a hospital.

CSO2 Role of the Hospital in providing health services, Research and Education.

COs of the course “Medical Staff Organization”

CSO1 To acquaint the students with various theories and practices in managing the medical staff at various levels of delivery of health care.

CSO2 Emphasise on Medical Staff in Government/Private Organizations, Medical Staff By-laws, Rules and Regulations.

COs of the course “Epidemiology and Public Health”

CSO1 Understanding of epidemiology of community health and the goal is to improve the disaster, emergency, and crisis management plans.

CSO2 Aims to create and teach courses in crisis, disaster, and risk management.

COs of the course “Hospital Planning”

CSO1 To develop a comprehensive and holistic view in planning and designing of hospital.

CSO2 Learn new concepts in designing the healthcare facilities such as healing architecture and green hospitals.

CSO3 Provide both basic and modern concepts in hospital planning.

COs of the course “National Health Plan”

CSO1 To expose the students to health policy, national health plans and programmes.

CSO2 Focuses on National Health Policy; Relevant policies in health sector; National Five-Year Plans; National Rural Health Mission.

COs of the course “Comparative Health Administration”

CSO1 Familiarize the students with the comparative health administration.

CSO2 Students are exposed to the systems of health care delivery in various countries from different regions of the world.

COs of the course “Health Entrepreneurship”

CSO1 To apprise the students of various aspects of Health Entrepreneurship.

CSO2 To train aspiring entrepreneurs for transforming their business ideas into sustainable and profitable businesses and for managing and expanding their enterprises.

COs of the course “Health Society & Ethics”

CSO1 To gain an understanding of how health care needs and delivery systems depend on the socio-cultural context.

CSO2 To develop in health care practitioners a people Centered Ethical approach to health care.

COs of the course “Health Laws”

CSO1 To acquaint the students with the basic laws which govern and regulate health organisations and their dealings in the society.

CSO2 Describe the Transplantation of Human Organs Act,1994.

COs of the course “Health System Research”

CSO1 Support theoretical and analytical foundation to research in health systems.

CSO2 Provide insights in to conducting research on issues pertaining to health policy, health services, organizational and management issues.

COs of the course “Health Economics”

CSO1 To equip the students to use concepts, theories, tools and techniques evolved by economists in the decision making process.

CSO2 Understanding of Macro-economic environment for making Decision in the Organizations.

COs of the course “Total Quality Management & Accreditation for Health Care”

CSO1 Enable students to initiate, implement and install a high quality and competitive medical care but not necessarily in corporatized non-governmental sector.

CSO2 Familiarize the students with quality assessment systems in health care and accreditation for quality.

COs of the course “Purchasing and Supply Chain Management for Health Care”

CSO1 To appreciate the need for professional sourcing and purchasing practices in hospitals.

CSO2 To apply modern management practices in managing the inventory and supply chain for hospitals.

COs of the course “Healthcare Operations Strategy”

CSO1 Understanding of the need for formulating an appropriate Operations strategy in a healthcare organization.

CSO2 To develop an appreciation of the need for alignment of the healthcare operations strategy with other functional strategies of the healthcare organization.

COs of the course “Healthcare Analytics and Optimization”

CSO1 Focus on qualitative as well of quantitative techniques.

CSO2 Introduction to business analytics for health services management, relevant statistical techniques.