

2.6.1

MBA Program Learning Outcomes

- Students demonstrated professionalism, self-awareness, and leadership and effective communication skills.
- Students had a better understanding of ethical issues and dilemmas that business often faces.
- Students learned to apply knowledge and skills to solve business problems.
- They understood the concepts of IT and how IT can improve organizational performance.
- Students demonstrated a global perspective and an awareness of how cultural differences impact businesses.
- Students acquired the skills required to integrate concepts from various disciplines to identify and develop business strategies.
- Students acquired the skills required to work and lead effectively in a team based environment.
- Students learned to communicate professionally as a business leader both orally and in writing to bridge diverse perspectives, cultures, and disciplines
- Students acquired skills to analyze ethical implications of business practices using advanced levels of ethical reasoning
- Students learned to perform strategic analysis effectively
- Students are now equipped with quantitative methods that help solving business problem
- Students learned to assess global opportunities and challenges for business growth
- Students received training to collaborate effectively as a business leader
- In-depth Knowledge for specific MBA concentrations was imbibed to students :
 - Entrepreneurial Leadership and Strategy- Demonstrate knowledge, skills and techniques to lead entrepreneurial and strategic ventures
 - Healthcare Management- Demonstrate knowledge, skills and techniques to manage healthcare operations effectively and efficiently
 - Project Management- Demonstrate knowledge, skills and techniques to execute projects effectively and efficiently
 - Supply Chain Management- Demonstrate knowledge, skills and techniques to manage supply chain operations effectively and efficiently
 - Sustainability- Demonstrate knowledge, skills and techniques to lead sustainable businesses and organizations

Course Outcomes

Marketing Management:-

- Identified core concepts of marketing and the role of marketing in business and society.
- Knowledge of social, legal, ethical and technological forces on marketing decision-making.
- Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.
- Students developed ability to
 - Develop marketing strategies based on product, price, place and promotion objectives.
 - Create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
 - Communicate the unique marketing mixes and selling propositions for specific product offerings.
 - Construct written sales plans and a professional interactive oral sales presentation.
 - Formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
 - collect, process, and analyze consumer data to make informed marketing decisions
 - Analyze marketing problems and provide solutions based on a critical examination of marketing information.
 - Apply knowledge and skills to real-world experiences in an internship. Note: Specific outcomes will vary by assigned internship experience.

Financial Management:-

- The primary outcome of the course is that it provided students specializing in the MBA (Financial Services), the concepts and basics of the various financial services which are in a nascent and developing stage in our country. The course also provided a complete package of finance and financial services related subjects so that the students are well equipped with the functional aspects of the various types of financial products and services available in our country.
- The subject of finance, financial management and financial services is an ever evolving one. With the increase in financial services being rendered currently in the economy they have a vast potential to contribute to the GDP of the economy. As these services include banking, insurance, corporate and retail services which may be either fund based in the form of loans and finance or fee based in the form of advisory and corporate and retail counseling services the subject offered a lot of scope for research as to how to better the quality of these services while at the same time increasing their employment generation potential.
- The course offered vast employment potential in the banking sector, insurance sector, investment and merchant banking activities, capital markets, share broking, and derivatives market.

Human Resource Management:-

- Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
- Administer and contribute to the design and evaluation of the performance management program.
- Develop, implement, and evaluate employee orientation, training, and development programs.
- Facilitate and support effective employee and labour relations in both non-union and union environments.
- Research and support the development and communication of the organization's total compensation plan.
- Collaborate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices.
- Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
- Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.
- Present and evaluate communication messages and processes related to the human resources function of the organization.
- Manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice.
- Facilitate and communicate the human resources component of the organization's business plan.
- Conduct research, produce reports, and recommend changes in human resources practices.

Operations and Supply Chain Management:-

Learning Outcomes

Students learned to

- Analyze the manufacturing operations of a firm
- Apply sales and operations planning, MRP and lean manufacturing concepts
- Apply logistics and purchasing concepts to improve supply chain operations
- Apply quality management tools for process improvement

| Category | Course Code | Course Title | Course Outcome |
|--------------|-------------|--|--|
| Generic Core | 101 | Accounting For Business Decisions | <ol style="list-style-type: none"> 1. Students understood basic concepts of financial accounting, cost accounting and management accounting 2. They learned various tools from accounting and cost accounting. This would facilitate the decision making. 3. Developed analytical abilities to face the business situations. |
| Generic Core | 102 | Economic Analysis For Business Decisions | <ol style="list-style-type: none"> 1. Students of management are equipped with time tested tools and techniques of managerial economics that enable them to appreciate its relevance in decision making. 2. Explored the economics of information and network industries and students are equipped with an understanding of how economics affect the business strategy of companies in these industries. 3. They developed economic way of thinking in dealing with practical business problems and challenges. |
| Generic Core | 103 | Legal Aspects Of Business | <ol style="list-style-type: none"> 1. Students are acquainted with general business law issues to help become more informed, sensitive and effective business leaders. 2. Students are provided with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively. |
| Generic Core | 104 | Business Research Methods | <ol style="list-style-type: none"> 1. Students have a better understanding of the concept and process of business research in business environment. 2. Knowledge of the use of tools and techniques for exploratory, conclusive and causal research. 3. They understand the concept of measurement in empirical systems better. 4. They learned statistical techniques for analysis of research data. |
| Generic Core | 105 | Organizational Behavior | <ol style="list-style-type: none"> 1. Students gained an understanding of human behavior in the workplace from an individual, group, and organizational perspective 2. They also obtained frameworks and tools to effectively analyze and approach various Organizational situations. 3. Learned how to reflect upon your own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness. |
| Generic Core | 106 | Basics of Marketing | <ol style="list-style-type: none"> 1. Students were introduced to marketing as a business function and a philosophy 2. The importance of understanding external environment in marketing decision making emphasized. 3. Students were exposed to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers. |
| Generic | 107 | Management | <ol style="list-style-type: none"> 1. Various concepts of management were explained 2. students now understand the contemporary management practices |

| | | | |
|------------------|-----|--------------------------------------|---|
| Elective | | Fundamentals | <ol style="list-style-type: none"> 3. professional challenges that managers face in various organization were highlight 4. Students learned to appreciate the emerging ideas and practices in the field of management. |
| Generic Elective | 108 | Business Communication Lab | <ol style="list-style-type: none"> 1. Students are acquainted with fundamentals of communication and help them to transform their communication abilities. 2. students acquired some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public. 3. Students' confidence and competitiveness was enhanced by projecting a positive image of themselves and of their future. |
| Generic Elective | 109 | MS Excel & Advance Excel Lab | <ol style="list-style-type: none"> 1. Familiarized students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications 2. Students were provided hands on experience on MS Excel Utilities 3. Students gained proficiency in creating solutions for Data Management and Reporting |
| Generic Elective | 113 | Personality Development Lab | <ol style="list-style-type: none"> 1. An orientation towards business etiquettes and the proper etiquette practices for different business scenarios were developed 2. Training was provided for etiquette requirements for meetings, entertaining, telephone, and Internet business interaction scenarios. 3. Attempts were made to minimize nervousness of students while in social situations. |
| Generic Core | 201 | Marketing Management | <ol style="list-style-type: none"> 1. The concept of Marketing Mix as a framework for Marketing Decision making was introduced to students. 2. Emphasis on need, importance and process of Marketing Planning and Control. 3. Students are sensitive to the dynamic nature of Marketing Function. |
| Generic Core | 202 | Financial Management | <ol style="list-style-type: none"> 1. Students are aware of various concepts related to financial management. 2. A detailed study was carried out of various tools and techniques in the area of finance. 3. Development of analytical skills that would facilitate the decision making in Business situations. |
| Generic Core | 203 | Human Resource Management | <ol style="list-style-type: none"> 1. Students understand role of HRM in an organization 2. Learned to gain competitive advantage through people 3. Learned to study and design HRM system |
| Generic Core | 204 | Decision Science | <ol style="list-style-type: none"> 1. The role of quantitative techniques in managerial decision making is understood. 2. Process of decision problem formulation was taught to students. 3. Students understood applications of various quantitative techniques in managerial settings. |
| Generic Core | 205 | Operations & Supply Chain Management | <ol style="list-style-type: none"> 1. Students developed an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage in the marketplace 2. They understood the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources. |

| | | | |
|------------------|-----|--|---|
| | | | 3. They also developed the knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so. |
| Generic Core | 206 | Management Information System | <ol style="list-style-type: none"> 1. Developed conceptual understanding in students about latest developments in the field of Information Technology and the impact of I.T. in managing a business 2. Students learned to use Information Technology to gain competitive advantage in business 3. Students learned from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce |
| Generic Elective | 210 | Life Skills | <ol style="list-style-type: none"> 1. Students were encouraged to develop and use balanced self-determined Behavior. 2. Student were helped to learn enhancing self, increasing life satisfaction and improving relationships with others. 3. An attempt was made to develop new ability to practice new problem solving skills in group and use these skills in personal life. |
| Generic Elective | 211 | Geopolitics & World Economic System | <ol style="list-style-type: none"> 1. Students were exposed to the relationship between political power and geographic space amidst world economic system. 2. Trainings were provided to help students understand various facets of international political economy & national system political economy. 3. Students were able to develop abilities to appreciate the interrelationship between the trading system, international financial system and the participants in the changed economic system |
| Generic Elective | 213 | Computer Aided Personal Productivity Tools Lab | <p>Trainings were provided so that students can master</p> <ol style="list-style-type: none"> 1. MS Office. 2. MS Word, MS Excel & MS PowerPoint 3. MS Outlook and 4. Basic social networking tools. |
| Generic Elective | 215 | Industry Analysis-Desk Research | <ol style="list-style-type: none"> 1. Help was provided to students to understand the dynamics of a specific industry. 2. Students were made acquainted with various issues particular to an industry. 3. Students were provided with a cross-functional perspective of the functioning of a business enterprise and an industry. |
| Generic Core | 301 | Strategic Management | <ol style="list-style-type: none"> 1. Participants were exposed to various perspectives and concepts in the field of Strategic Management 2. It was seen that participants develop skills for applying these concepts to the solution of business problems 3. Students were provided with training so that they can master the analytical tools of strategic management. |
| Generic Core | 302 | Enterprise Performance Management | <ol style="list-style-type: none"> 1. Students were made acquainted with a perspective of different facets of management of an enterprise 2. Inputs were provided with reference to the Investment Decisions along with the techniques for those decisions 3. Efforts were taken to inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing 4. Knowledge of the concept of auditing and its applicability as performance management tool was provided |
| Generic | 303 | Startup | <ol style="list-style-type: none"> 1. Sessions were arranged to instill a spirit of entrepreneurship among the |

| | | | |
|-----------------|-----|---------------------------------------|--|
| Core | | &New Venture Management | <p>student participants</p> <ol style="list-style-type: none"> 2. They were provided with an overview of the competences needed to become an entrepreneur 3. Insights into the Management of Small Family Business were provided to participants |
| Generic Core | 304 | Summer Internship Project | <ol style="list-style-type: none"> 1. Students were offered an opportunity to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity. 2. Various means to immerse students in actual supervised professional experiences were provided to students. 3. An insight into the working of the real organizations was provided. 4. Trainings were provided for students to gain deeper understanding in specific functional areas 5. Students were taught to appreciate the linkages among different functions and departments. 6. A perspective about business organizations in their totality was provided. 7. Students were provided with help in exploring career opportunities in their areas of interest. |
| Generic Core | 401 | Managing for Sustainabilit y | <ol style="list-style-type: none"> 1. Trainings were provided so that students can apply general ethical principles to particular cases or practices in business. 2. It was imbibed in students to think independently and rationally about contemporary moral problems. 3. Students were taught recognize the complexity of problems in practical ethics. 4. Students were demonstrated about how general concepts of governance apply in a given situation or given circumstances. |
| Generic Core | 402 | Dissertation | <ol style="list-style-type: none"> 1. An opportunity was offered to young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity. 2. Students were provided with means to immerse students in actual supervised professional experiences 3. Students gained deeper understanding in specific areas. |