

**AMC ENGINEERING COLLEGE**

**DEPARTMENT OF M.B.A**

**PROGRAM OUTCOMES (PO's)**

**PO1.** Acquire sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations / Institutions of importance

**PO2.** Apply Effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.

**PO3.** Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness

**PO4.** Recognize the need for sustained research orientation to comprehend a growingly complex, economic, legal and ethical environment

**PO5.** Possess self-sustaining entrepreneurship qualities that encourages calculated risk taking.

## **PROGRAM SPECIFIC OUTCOMES (PSO's)**

**PSO1.** Apply various concepts and strategies of Business Management.

**PSO2.** Carry out Research in the field of Management.

**PSO3.** Demonstrate Team Management skills and to become Competitive.

## **PROGRAM EDUCATIONAL OBJECTIVES (PEO's)**

**PEO 1.** Management Graduates to gain knowledge of critical functions of business

**PEO 2.** Produce Skilled Management Professionals to analyze Qualitative and Quantitative Data of Enterprise to make smart decisions.

**PEO 3.** Management Graduates to develop Positive Attitude, Leadership Qualities, Team Work, Social, Legal and Ethical Responsibilities in Business and Society.

## **COURSE OUTCOMES (CO's)**

**2019 – 2020**

### **1<sup>st</sup> Semester MBA**

#### **I.) Subject Name: MANAGEMENT AND ORGANIGATIONAL BEHAVIOR**

**Subject Code: 18MBA11**

1. Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.
2. Understand the overview of management, theory of management and practical applications of the same.
3. Effectively use their skills for self-grooming, working in groups and to achieve organizational goals.
4. Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.
5. Understand and demonstrate their exposure on recent trends in management.

#### **II.) Subject Name: MANAGERIAL ECONOMICS**

**Subject Code: 18MBA12**

1. The student will understand the application of Economic Principles in Management decision making.
2. The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
3. The Student will be able to understand, assess and forecast Demand.
4. The student will apply the concepts of production and cost for Optimization of production.
5. The student will design Competitive strategies like pricing, product Differentiation etc. and marketing according to the market structure.
6. The student will be able to identify, assess profits and apply BEP for decision making.

**III.) Subject Name: ACCOUNTING FOR MANAGERS**  
**Subject Code: 18MBA13**

1. Demonstrate theoretical knowledge and its application in real time accounting.
2. Demonstrate knowledge regarding accounting principles and its application.
3. Capable of preparing financial statement of sole trading concerns and companies.
4. Independently undertake financial statement analysis and take decisions.
5. Comprehend emerging trends in accounting and taxation.

**IV.) Subject Name: BUSINESS STATISTICS AND ANALYTICS**  
**Subject Code: 18MBA14**

1. Facilitate objective solutions in business decision making under subjective conditions.
2. Demonstrate different statistical techniques in business/real-life situations.
3. Understand the importance of probability in decision making.
4. Understand the need and application of analytics.
5. Understand and apply various data analysis functions for business problems.

**V.) Subject Name: MARKETING MANAGEMENT**  
**Subject Code: 18MBA15**

1. Develop an ability to assess the impact of the environment on marketing function.
2. To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.
3. Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.
4. Build marketing strategies based on product, price, place and promotion objectives.
5. Synthesize ideas into a viable marketing plan.

**VI.) Subject Name: MANAGERIAL COMMUNICATION**  
**Subject Code: 18MBA16**

1. The students will be aware of their communication skills and know their potential to become successful managers.
2. The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
3. The students will be introduced to the managerial communication practices in business those are in vogue.
4. Students will get trained in the art of business communication with emphasis on analyzing business situations.
5. Students will get exposure in drafting business proposals to meet the challenges of competitive environment.

## **II – SEMESTER M.B.A**

### **I.) Subject Name: HUMAN RESOURCE MANAGEMENT**

**Subject Code: 18MBA21**

1. Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees.
2. Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure.
3. Identify the various training methods and design a training program.
4. Understand the concept of performance appraisal process in an organization. 5. List out the regulations governing employee benefit practices.

### **II.) Subject Name: FINANCIAL MANAGEMENT**

**Subject Code: 18MBA22**

1. Understand the basic financial concepts.
2. Apply time value of money.
3. Evaluate the investment decisions.
4. Analyze the capital structure and dividend decisions.
5. Estimate working capital requirements.

### **III.) Subject Name: RESEARCH METHODS**

**Subject Code: 18MBA23**

1. Understand various research approaches, techniques and strategies in the appropriate in business.
2. Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
3. Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
4. Develop necessary critical thinking skills in order to evaluate different research approaches in Business.

#### **IV.) Subject Name: LEGAL AND BUSINESS ENVIRONMENT**

##### **Subject Code: 18MBA24**

1. Students should get clear idea about the concept of incorporation of company, its relevance, characteristics, types of company, lifting of corporate.
2. Student to acquire knowledge about conducting meeting, duties of directors and Investigation of the company.
3. To give the students an insight on Winding up of the companies, Mode of winding up of the companies.
4. To student will have an understanding of the macro environment of Business and various macroeconomic concepts.
5. The student will understand the industrial policies of the past and the present and the evolution over time, and how Indian Industrial structure evolved over time.
6. The student will be exposed to various economic policies of the country and the state of economy.

#### **V.) Subject Name: STRATEGIC MANAGEMENT**

##### **Subject Code: 18MBA25**

1. Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
2. Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage.
3. To give the students an insight on strategy at different levels of an organization to gain competitive advantage.
4. To help students understand the strategic drive in multinational firms and their decisions in different markets.
5. To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.

#### **VI.) Subject Name: ENTREPRENEURSHIP DEVELOPMENT**

##### **Subject Code: 18MBA26**

1. Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business.
2. As an entrepreneur learn to think creatively and understand the components in developing a Business plan.
3. Become aware about various sources of funding and institutions supporting entrepreneurs.
4. Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities.

### **III-SEMESTER M.B.A**

#### **MARKETING SPECIALISATION**

##### **I.) Subject Name: CONSUMER BEHAVIOUR**

**Subject Code: 18MBAMM301**

##### **COURSE OUTCOMES**

1. Explain the background and concepts vital for understanding Consumer Behaviour.
2. Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.
3. Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour.

##### **II.) Subject Name: RETAIL MANAGEMENT**

**Subject Code: 18MBAMM302**

##### **COURSE OUTCOMES**

1. Find out the contemporary retail management, issues, and strategies.
2. Evaluate the recent trends in retailing and its impact in the success of modern business.
3. Relate store management and visual merchandising practices for effective retailing.

##### **III.) Subject Name: SERVICE MARKETING**

**Subject Code: 18MBAMM303**

##### **COURSE OUTCOMES**

1. Develop an understanding about the various concepts and importance of Services Marketing.
2. Enhance knowledge about emerging issues and trends in the service sector.
3. Learn to implement service strategies to meet new challenges.



## FINANCE SPECIALISATION

### **I.) Subject Name: BANKING AND FINANCIAL SERVICES**

**Subject Code: 18MBAFM301**

#### **COURSE OUTCOMES**

1. The Student will be acquainted to various Banking and Non-Banking financial services in India.
2. The Student will understand the activities of Merchant Banking and credit rating.
3. The Student will be equipped to understand micro financing and other financial services in India.
4. The Student will understand how to evaluate and compare leasing & hire purchase.

### **II.) Subject Name: INVESTMENT MANAGEMENT**

**Subject Code: 18MBAFM302**

#### **COURSE OUTCOMES**

1. The student will understand the capital market and various Instruments for Investment.
2. The learner will be able to assess the risk and return associated with investments and methods to value securities.
3. The student will be able to analyze the Economy, Industry and Company framework for Investment Management.
4. The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

### **III.) Subject Name: DIRECT TAXATION**

**Subject Code: 18MBAFM303**

#### **COURSE OUTCOMES**

1. Understand the basics of taxation and process of computing residential status.
2. Calculate taxable income under different heads.
3. Understand deductions and calculation of tax liability of Individuals.
4. Know the corporate tax system.

## **HUMAN RESOURCE SPECIALISATION**

### **I.) Subject Name: RECRUITMENT AND SELECTION**

**Subject Code: 18MBAHR301**

1. Gain the insights of various principles and practices of recruitment and selection in an industry.
2. Equip students with various selection procedure practiced in industry.
3. Develop students with latest selection tools in the corporate sector.
4. Develop students with various testing of job recruitment and selection

### **II.) Subject Name: HR ANALYTICS**

**Subject Code: 18MBAHR302**

1. Have an understanding of How HR function adds value and demonstrates the value in business terms
2. Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.
3. Convert soft factors in a people management context into measurable variables across various domains.
4. Devise, conduct and analyse a study on employees or any other related to the HR context in an organization

### **III.) Subject Name: COMPENSATION AND REWARD SYSTEM**

**Subject Code: 18MBAHR303**

1. Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
2. Determine the performance based compensation system for business excellence and solve various cases.
3. Designing the compensation strategies for attraction, motivation and retaining high quality workforce.
4. Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.

## **IV-SEMESTER M.B.A**

### **MARKETING SPECIALISATION**

#### **I.) Subject Name: SALES MANAGEMENT**

**Subject Code: 18MBAMM401**

1. Understand the apply the selling techniques in an organization.
2. Develop a plan for organizing, staffing & training sales force.
3. Organise sales territories to maximize selling effectiveness.
4. Evaluate sales management strategies.

#### **II.) Subject Name: INTEGRATED MARKETING COMMUNICATIONS**

**Subject Code: 18MBAMM402**

1. Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
2. Ability to create an integrated marketing communications plan which includes promotional strategies.
3. Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.
4. Prepare advertising copy and design other basic IMC tools.

#### **III.) Subject Name: DIGITAL AND SOCIAL MEDIA MARKETING**

**Subject Code: 18MBAMM403**

1. Recognize appropriate e-marketing objectives.
2. Appreciate the e-commerce framework and technology.
3. Illustrate the use of search engine marketing, online advertising and marketing strategies.
4. Use social media & create templates.
5. Develop social media strategies to solve business problems.

## **FINANCE SPECIALISATION**

### **I.) Subject Name: MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING Subject Code: 18MBAFM401**

1. Understand M & A with its different classifications, strategies, theories, synergy etc.
2. Conduct financial evaluation of M&A
3. Analyse the results after evaluation.
4. Critically evaluate different types of M&A, takeover and antitakeover strategies.

### **II.) Subject Name: RISK MANAGEMENT AND INSURANCE Subject Code: 18MBAFM402**

1. Understand various types of risks.
2. Assess the process of identifying and measuring the risk.
3. Acquaint with the functioning of life Insurance in risk management.
4. Understand general insurance contract.

### **III.) Subject Name: RISK MANAGEMENT AND INSURANCE Subject Code: 18MBAFM403**

1. Have clarity about GSTsystem in India.
2. Understanding of levy and collection of GST in India.
3. Have an overview of customs duty in India.
4. Understanding of valuation for customs duty

## HUMAN RESOURCE SPECIALISATION

### **I.) Subject Name: PUBLIC RELATIONS**

**Subject Code: 18MBAHR401**

1. To demonstrate an understanding of the fundamentals tools of public relations practices.
2. To describe the various emerging trends in the field of public relations.
3. To analyze the importance of employee communication and organizational change.
4. To evaluate the importance of community relations.

### **II.) Subject Name: ORGANIZATIONAL LEADERSHIP**

**Subject Code: 18MBAHR402**

1. Comprehend & correlate organizational leadership styles which are happening around with fundamental concepts of team leadership.
2. Understand the overview of leadership behavior and motivation in organization.
3. Effectively use their skills for self-grooming on leadership traits and ethics that influences them to effectively work in groups to achieve organizational goals.
4. Demonstrate their acumen in applying their knowledge in organizational leadership and behavioral concept in real world/situation.

### **III.) Subject Name: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

**Subject Code: 18MBAHR403**

1. Analyse the impact of contemporary issues and global imperatives on Human Resource concepts, policies and practices.
2. Apply concepts and knowledge in deployment, expatriate on international assignments.
3. Evaluate the effects of different human resource and international industrial relations.
4. Develop students to adopt international industrial relation strategies