

ADMINISTRATIVE MANAGEMENT COLLEGE

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE OUTCOME

SEMESTER I

1.1 Economics for Managers

C.O. The student must have micro and macro-economic perspective to understand the under pinning of management.

1.2 Organizational Behaviour

C.O. The degree to which one can make an individual to think beyond self is the real outcome of the course.

1.3 Accounting for Managers

C.O. Concepts, conventions and standards that influence preparation of financial statements. Identifying problem areas in business through various techniques of financial statement analysis. Managing cost that is, controlling and reducing cost.

1.4 Statistics for Management

C.O. At the end of this course, students will achieve statistical literacy and will be able to find ways to move beyond the-what of statistics to the how and why of statistics.

1.5 Marketing for Customer Value

C.O The scope of a business' marketing management depends on the size of the business and the industry in which the business operates. Students will be able to use a company's resources to increase its customer base, improve customer opinions of the company's products and services, and increase the company's perceived value.

1.6 Business and Industry

C.O The outcome of this course is the level of understanding of the dynamics of business and industry by students.

1.7 Communication Skills

C.O At the end of this course, students will have the clarity about communication skills to be used in organizations.

II SEMESTER

2.1 Technology for Management

C.O By the end of the course, students will gain the skills required to navigate through the complexities of managing data and also become the appreciators of technological environment.

2.2 Managerial Research Methods

C.O Students can be an asset to the organization by transforming into well equipped and scientifically skilled research professionals and managers by conducting research in every aspect of decision making in the organization.

2.3 Entrepreneurship and Ethics

C.O At the end of the course, the students would be aware of alternative to jobs and employment which will make them job providers in an ethical manner.

2.4 Human Capital Management

C.O The students must be in a position to address the challenges of organizational management through and with human resources. Thereby, the manager would become harbinger of change management.

2.5 Financial Management

C.O By the end of this course, a student would learn to identify financial challenges, tools and techniques for decisions and would get a glimpse of practices.

2.6 Quantitative Techniques and Operation Research

C.O The students must develop confidence and clarity in application of QR and QT in managerial decision making.

2.7 Innovation Management

C.O Conceptual and application clarity on innovation.

III SEMESTER

3.1 Strategic Management & Corporate Governance

C.O This course will equip the students with required skills of managerial decisions and actions and enable them to transfer conceptual learning to strategic application in their professional lives.

3.2 Projects and operations management

C.O At the end of the courses, the students will have better insight in to project and operations management

ELECTIVE SUBJECT

3.3 FINANCE

3.3.1 Indian financial system

C.O The students will learn the framework of Indian Financial System and the various institutions that have impact and influence on business organizations and their functioning. The financial markets and their mechanism, with special emphasis on Stock

3.3.2 Corporate tax planning and management

C.O The students will learn the meaning of taxes, types of tax, the differences between them and the taxonomy of taxation in India. They will be able to compute income tax liability of a corporate entity and understand the strategies for legally reducing tax burden. They will also gain an insight on the various indirect taxes levied by Union Government on corporate entities, the extent of liability and procedural formalities in respect of each of the taxes.

3.3.3 Corporate valuation and restructuring

C.O The students will learn the basic concepts and various methods of corporate valuation. The Models of value based management and valuation in special cases

will be imparted. Strategies for ‘value maximization’ – corporate restructuring, with special focus on mergers and acquisitions will also be taught.

3.4 MARKETING

3.4.1 Retailing Management and Services

C.O At the end of the course, student must be able to understand the essential components of a service business and manage retailing.

3.4.2 Consumer Behavior

C.O At the end of this course, students will be able to appreciate the importance of understanding consumer behaviour for marketing success, understand the various factors shaping consumer behaviour and choice, be able to conduct exploratory research in consumer behaviour and be able to use understanding of consumer behaviour in making marketing plans

3.4.3 Rural and Agricultural Marketing

C.O At the end of the course, the student must develop an appreciation for rural and agricultural marketing

3.5 HUMAN RESOURCES

3.5.1 Learning and Development

C.O By the end of this course, a student would learn to develop an understanding of how to assess training needs and design training programmes in an Organisational setting. To familiarize the student with the levels, tools and techniques involved in evaluation of training effectiveness

3.5.2 Industrial and Employee Relations

C.O By the end of this course the student would learn basic knowledge of the Indian Industrial Relations System and its distinctive features in comparison to other countries

3.5.3 Performance Management System

C.O It is particularly intended for students as future managers and supervisors who will conduct the performance appraisal of their subordinates.

3.6 HEALTH CARE MANAGEMENT

3.6.1 Perspectives on Health Care Sector

C.O By the end of the course, the student is expected to develop sensitivity about healthcare issues.

3.6.2 Management of Public Health Systems

C.O The student shall be in a position to appreciate the role and importance of public health in healthcare

3.6.3 Health Economics

C.O By the end of the course, the student shall be in a position to understand the application of healthcare economics.

3.7 BANKING FINANCE AND INSURANCE (BFIS)

3.7.1 Strategic Credit Management in Banks

C.O The students will know the regulation of banks in Indian environment and their functioning and learn the process, systems and procedures of sanctioning credit by various banks. The skill of evaluating financial statements and other documents as appraised by the banks will be imparted and the strategies used by banks for managing non-performing assets.

3.7.2 Insurance Planning & Management

C.O The students will know about the various forms of insurance, their suitability, criteria for selection of various insurance products and the pricing mechanism of

insurance products. They will also be imparted with the systems and procedures associated with various forms of insurance.

3.7.3 Indian Financial System

C.O The students will learn the framework of Indian Financial System and get an idea about the various financial institutions that have impact and influence on business organizations and its functioning. An in-depth knowledge about the financial markets and their mechanism, with special emphasis on Stock Exchanges and various financial services available for a business enterprise

3.8 STARTUPS AND SMEs MANAGEMENT

3.8.1 Perspectives on Startups and Smes

C.O By the end of the course, students will build an awareness and application level on the start ups and SMEs.

3.8.2 Basic Management Aspects of Small Business

C.O By the end of the course, the confidence of students in managing the small businesses will increase.

3.8.3 Establishment of Smes

C.O The primary objective of this course is to encourage entrepreneurial thinking in the student community and give them a chance to evaluate their personal prospects for continuing or starting a business venture. Another objective is to make students to understand the essentials of establishing SMEs

3.9 MANAGEMENT PERSPECTIVES

C.O To enable the students to gain insight into the fundamentals of Management as a discipline

IV SEMESTER

4.1 International Business Dynamics

C.O By the end of the course, the students must have increased confidence to take up a career in international business.

4.2 FINANCE

4.2.1 Investment Analysis and Management

The students would learn how to define investment goals, constraints, identify investment alternatives and choosing the best / suitable alternatives. They will also learn how to construct a portfolio and portfolio management.

4.2.2 International Financial Management

The students would learn about the global financial environment, currency system, relationship between economies and impact of international transactions on the economy, functioning of international financial markets, fixing of exchange rate, foreign currency risks, hedging strategies and Interest rate risks.

4.2.3 Risk Management and Derivatives

The students will learn about the various types of risk, risk analysis in capital budgeting and risks associated with investments and hedging with derivatives. They will also gain an insight on the types of derivatives, Futures – terminology, mechanism, hedging and pricing. Options – terminology, its mechanism, pay-offs, hedging and pricing. Commodity markets and commodity derivatives.

4.3 MARKETING

4.3.1 Strategic Brand Management

By the end of this course, students should be able to: Understand key principles of branding, positioning and brand building strategies.

4.3.2 International Marketing Strategy

Students will be able to evaluate the various forces when products and services enter the global marketplace.

4.3.3 Digital Marketing

By the end of the course, the student will be able to evaluate the risks involved in digital marketing. It shall make them be able to attract and retain customers online.

4.4 HUMAN RESOURCES

4.4.1 Strategic Hrm

By the end of this course- a student would learn the relationship of HR strategy with overall corporate strategy and understand the strategic role of specific HR systems.

4.4.2 International Hrm

By the end of this course, a student would learn a perview of the major challenges that MNC's face and to be familiar, through a real life case study, with some of the HRM issues faced by staff in a foreign subsidiary of a major multinational company

4.4.3 Talent and Knowledge Management

By the end of this course, a student would learn the new concepts in talent and knowledge management and its relevance in the corporate

4.5 HEALTH CARE MANAGEMENT

4.5.1 Basic Management Aspects of Health Care

By the end of the course, the students have to have better understanding of differences between management in general and management in healthcare sector.

4.5.2 Strategic Management in Health Care Settings

By the end of the course, the student will get a feel of the strategic dimensions of the management of healthcare organizations

4.5.3 Management of Hospital Services

At the end of the course, the students would get an insight into structure of hospital services and delivery

4.6 BANKING FINANCE AND INSURANCE (BFIS)

4.6.1 Banking Technology and Management

The students will learn the technology used in banking operations and understand the back-end operations enabling provision of services.

4.6.2 International Financial Management

The students will learn about the global financial environment, currency system, relationship between economies and impact of international transactions on the economy. They will also get an insight on the functioning of international financial markets, fixing of exchange rate, foreign currency risks and hedging strategies.

4.6.3 Risk Management for Banks and Insurance Companies

The students will know the risks faced by banking and insurance companies and understand the challenges in managing banks. They will also learn about the risk management strategies for banks and insurance companies and will get exposure to

the best practices in India and other parts of the world, in respect of 'risk management'.

4.7 STARTUPS AND SMEs MANAGEMENT

4.7.1 Technology and Innovation

By the end of the course, the students who are entrepreneurially inclined would resort to better technology and resort to better technology and more innovation

4.7.2 Internationalization of Smes

At the end of the course, the students must understand the nuts and bolts of internationalization of SMEs.

4.7.3 Management of Startups

By the end of the course, the students must get clarity of vision and roadmap for managing the growth of new ventures.