

## **PARK'S COLLEGE (AUTONOMOUS) – TIRUPUR- 5**

### **MBA**

### **VISION & MISSION**

#### **Vision**

To make the management department a leading and continuously evolving department which equipped students with a transformative learning experience so that they can be global leaders and contributes to the growth of the business, society, and nation.

#### **Mission:**

- ❖ To transform the lives of our students and stakeholders by enriching learning
- ❖ To develop necessary competencies in students by providing exposure to advanced areas of knowledge through impactful teaching and research.
- ❖ To nurture creativity and promote entrepreneurship.
- ❖ To enhance employability and provide adequate opportunities for gainful employment.
- ❖ To promote excellence in faculty scholarship by encouraging high quality research, teaching and Industry Interaction.
- ❖ To promote ethical and value based learning.
- ❖ To inculcate cross-cultural sensitivity and accommodate diversity.

**Programme Outcome, Programme Specific Outcomes and Course Outcomes  
MBA (Master of Business Administration)**

<b>Programme</b>	<b>Programme Outcome</b>	<b>Programme Specific Outcome</b>	<b>Course</b>	<b>Course Outcome</b>
<b>MBA (Master of Business Administration)</b>	<p><b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.</p> <p><b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.</p> <p><b>PO3:</b> Ability to develop Value based Leadership ability.</p> <p><b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of</p>	<p><b>PSO1:</b> To employ financial models and tools through data based decision making for managing organizational growth.</p> <p><b>PSO2:</b> Apply accounting skills for wealth creation and maximization for their entrepreneurial venture</p> <p><b>PSO3:</b> Employ business strategies and marketing theories through creative idea implementation for giving a competitive edge to the organization</p>	<p>Management Principles and Organizational Behavior</p>	<ol style="list-style-type: none"> <li>1. Understand the basics of management like Planning, Organizing, Staffing, Directing and Controlling.</li> <li>2. Identify the flow of command and decision making in hierarchy</li> <li>3. Gather the knowledge on organizational behavior like Personality, Attitude and Values.</li> <li>4. Project the reasons for Stress and Conflict in an organization and the procedure to manage them.</li> <li>5. Conduct an exclusive discussion on Organizational Change and Organizational Development</li> </ol>
			<p>Managerial Economics</p>	<ol style="list-style-type: none"> <li>1. Understand fundamental concepts of managerial economics.</li> <li>2. Analyze the demand supply conditions and asses the position of a company.</li> <li>3. Understand the production functions and cost analysis.</li> <li>4. Identify the market structure and pricing strategies.</li> <li>5. Enable the students to understand the theories of profits and national income.</li> </ol>

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	<p>business.</p> <p><b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment</p> <p><b>PO6:</b> To develop the knowledge, skills and attitude of the student which helps them to support &amp; enhance their entrepreneurial ability.</p>	<p><b>PSO4:</b> To imply the current knowledge of marketing for achieving strategic objectives through understanding current trends and market scenarios.</p> <p><b>PSO5:</b> To employ interpersonal skills and various Human Resource theories in order to achieve best Human Resource practices.</p> <p><b>PSO6:</b> To implement various Human Resource laws and welfare practices for betterment of</p>	<p>Financial and management accounting</p>	<ol style="list-style-type: none"> <li>1. Students will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.</li> <li>2. Students will be able to prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses</li> <li>3. Students will acquire the skills like effective communication, decision making, problem solving in day to day business affairs</li> <li>4. Students can also acquire practical skills to work as tax consultant, audit assistant and other financial supporting services.</li> <li>5. Students will be able to do higher education and advance research in the field of commerce and finance.</li> </ol> <ol style="list-style-type: none"> <li>1. Understand the factors that constitute the Business Environment like Social, Ethical, Political, Legal, Cultural etc.,</li> <li>2. To gain knowledge about Tax structure for the business and update the knowledge on recent Taxation laws by the</li> </ol>

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		<p>employees for sustainable growth of organization Information technology</p> <p><b>PSO7:</b> To implement various Information and Communication Technologies thereby enhancing skills in e-business sector for achieving growth</p> <p><b>PSO8:</b> To able to work in an integrative business project through the application of multidisciplinary knowledge comprising of operations and supply</p>	and ethics	<p>government.</p> <ol style="list-style-type: none"> <li>3. Understand the basic laws, acts and Taxes that legalizes the business.</li> <li>4. Frame the code of Ethics and Social responsibility for the business and understand its importance.</li> <li>5. Understands that the ethical decision making in a business supports the growth of a business.</li> </ol>
			Quantitative methods for management	<ol style="list-style-type: none"> <li>1. Understand statistical inference in relation to international business decision making.</li> <li>2. Develop skill in structuring and analyzing business problems statistically.</li> <li>3. Formulate real life situations in to models and solve the models to optimize the business objectives.</li> <li>4. Demonstrate their competence and confidence in using inferential statistics in general and to the use of significance testing in particular.</li> <li>5. Create in depth insight into the applications of quantitative management technique</li> </ol>

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		<p>chain management.</p> <p><b>PSO9:</b> Generate creative, innovative, and entrepreneurial solutions to business problems.</p> <p><b>PSO10:</b> Collaborate effectively as a business leader and team member in various business and cross-cultural contexts using best practices to achieve common goals.</p> <p><b>PSO11:</b> Adopt an active self-learning mindset to be capable to address future challenges.</p>	Entrepreneurial development	<ol style="list-style-type: none"> <li>1. Have the ability to discern distinct entrepreneurial traits</li> <li>2. Understand the steps in starting small scale industry.</li> <li>3. Analyze the new venture expansion strategies and issues.</li> <li>4. Identify the role of government in promoting entrepreneur.</li> <li>5. Enable the students to understand the incentives and subsidies for entrepreneurs.</li> </ol>
			Corporate communication	<ol style="list-style-type: none"> <li>1. Understand the role of communication and its importance in business environments.</li> <li>2. Prepare the student with knowledge and courage to participate in interviews, speech and talk shows and Debate.</li> <li>3. Understand the differences between primary information and secondary information sources and their respective roles</li> <li>4. Updates knowledge in articles review, book review, current affairs, and various types of Reports.</li> <li>5. Understand the impact and importance of technology on corporate communication.</li> </ol>
			Computer applications for	<ol style="list-style-type: none"> <li>1. Apply the knowledge of mathematics and computing fundamentals to various real life applications for any given</li> </ol>

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		<p><b>PSO12:</b> Demonstrate abilities in relationship building, teamwork, and application of MBA subject matter evaluated by self-reflection, assessment, and projects.</p>	management	<p>requirement</p> <ol style="list-style-type: none"> <li>2. Design and develop applications to analyze and solve all computer science related problems.</li> <li>3. Design applications for any desired needs with appropriate considerations for any specific need on societal and environmental aspects.</li> <li>4. Analyze and review literatures to invoke the research skills to design, interpret and make inferences from the resulting data.</li> <li>5. Involve in perennial learning for a continued career development and progress as a computer professional.</li> </ol>
			Production and operations management	<ol style="list-style-type: none"> <li>1. Students gain the knowledge theoretically and practically about production operation Management.</li> <li>2. Extends the student knowledge from Planning to controlling</li> <li>3. Learning develops the student to adopt in various functional areas of Inventory system.</li> <li>4. Apply knowledge of business techniques TQM, Six Sigma concept in integrated manner</li> <li>5. This study equips the student with various techniques to promote production effectively and efficiently to meet</li> </ol>

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				competitive market
			Marketing management	<ol style="list-style-type: none"> <li>1. Understand the marketing concepts and its environment.</li> <li>2. Gain the knowledge about market segmentation, pricing and product strategies.</li> <li>3. Enable the students to understand marketing channels.</li> <li>4. Analyse and evaluate the advertising and sales promotion</li> <li>5. Identify and analyse the competitor's strategies.</li> </ol>
			Human resource management	<ol style="list-style-type: none"> <li>1. Understand the human resource philosophy and environment.</li> <li>2. Enable to understand the students identify the job analysis and job specifications.</li> <li>3. Gain the knowledge about training and development</li> <li>4. Analyze the job evaluation and compensation methods.</li> <li>5. Face any kind of challenges in their role as a HR and solve them with new and unique ideas</li> </ol>
			Financial management	<ol style="list-style-type: none"> <li>1. Develop and understand the nature and purpose of financial statements in relationship to decision making.</li> <li>2. Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an</li> </ol>

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				<p>organization's accounting records and financial statements.</p> <ol style="list-style-type: none"> <li>3. Develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.</li> <li>4. Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.</li> <li>5. Develop the ability to use accounting information to solve a variety of business problems</li> </ol>
			Hospitality and tourism management	<ol style="list-style-type: none"> <li>1. Understanding the recent growth and vast opportunities in Hospitality Tourism sector.</li> <li>2. Updating the knowledge in facing challenges on customer service in different sector.</li> <li>3. Analysing the factors which affect the growth of Tourism business</li> <li>4. Recognizing the challenges and opportunities of working effectively with people in a diverse environment.</li> <li>5. Learning endeavours the student to organize people service - oriented business</li> </ol>



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			Garment merchandising	<ol style="list-style-type: none"> <li>1. Understand the role and functions of merchandiser in a garment industry</li> <li>2. Analyse the element and techniques of merchandising</li> <li>3. Enable the students to understand the production schedule and its methods.</li> <li>4. Gain knowledge about the order placement and quality parameters.</li> <li>5. Prepare Export Documents, under close supervision, having limited skill requirements in a routine and predictable situation.</li> </ol>
			Research methods for management	<ol style="list-style-type: none"> <li>1. Understand the basics of Research and identify the problems that occur while conducting a research.</li> <li>2. Construct an effective research design with equally effective sampling design.</li> <li>3. Collect, study, tabulate and analyse the data required for the research in an appropriate method.</li> <li>4. Understand various methods in analyzing and testing the data collected.</li> <li>5. Clearly interpret the data to write a report and summarize the</li> </ol>

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				research with a meaningful conclusion.
			International business	<ol style="list-style-type: none"> <li>1. Acquire an introduction about globalization, international business and its country factors.</li> <li>2. Understand the difference in Culture and how it affects the workplace.</li> <li>3. Understand the global trading system, its development and advantage.</li> <li>4. Acquire an introduction about FDI and FEM.</li> <li>5. Understand about the global market, strategy required to gain profit from the expanded global market.</li> </ol>
			Advertising and promotion management	<ol style="list-style-type: none"> <li>1. Understand the promotion mix and Marketing Communication process.</li> <li>2. Understand the basic concepts of advertising.</li> <li>3. Demonstrate a range of media and methods available to marketers.</li> <li>4. Gain the knowledge about advertisement creativity.</li> <li>5. Analyse and evaluate the sales promotion and public relation activities</li> </ol>

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			Marketing research	<ol style="list-style-type: none"> <li>1. Analyse the basic concept of marketing research and its process.</li> <li>2. Determine the data collection, sampling and its techniques.</li> <li>3. Understand the data analysis and composition of report.</li> <li>4. Gain the knowledge about product research</li> <li>5. Learn the ethical issues in marketing research.</li> </ol>
			Consumer behaviour	<ol style="list-style-type: none"> <li>1. Identify the influences on customer choice.</li> <li>2. Associate the psychological aspect with consumer behaviour.</li> <li>3. Recognize the human decision making in a marketing context.</li> <li>4. Understand the cross cultural consumer analysis.</li> <li>5. Familiarize with opinion leadership.</li> </ol>
			Human resource development	<ol style="list-style-type: none"> <li>1. Find out the organizational development by current criteria's.</li> <li>2. Enable the employer and employee with special training objectives to reach the HR objectives.</li> <li>3. Identify the critical attributes and to find solutions in short span time with effective manner.</li> <li>4. Develop with active process of learning systematically and purposeful.</li> </ol>

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				5. Equip with knowledge in managing multitask to face competitive world.
			Managing interpersonal effectiveness	<ol style="list-style-type: none"> <li>1. Facilitate themselves in developing their communication skill.</li> <li>2. Meet real world competitiveness with best communication skills.</li> <li>3. Know about positive body language along with mental stability.</li> <li>4. Predict people's behaviour and gets easily adapted to organization setting.</li> <li>5. Develop effective interpersonal skills.</li> </ol>
			Industrial psychology	<ol style="list-style-type: none"> <li>1. Enhance in the field of self-development with better personality</li> <li>2. Understand the importance of studying human psychology that endeavors the student for industrial setup.</li> <li>3. Learn various techniques available to reduce the industrial stress.</li> <li>4. Gather their knowledge on various measurement techniques in personnel evaluation and assessment.</li> </ol>

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				5. Be prepared to meet the organization expectations and goals.
			Security analysis and portfolio management	<ol style="list-style-type: none"> <li>1. Understand the various alternatives available for investment, Learn to measure risk and return and find the relationship between risk and return.</li> <li>2. Understand the value of equities and bonds and gain knowledge of the various strategies followed by investment practitioners.</li> <li>3. Understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.</li> <li>4. Understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.</li> <li>5. To apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.</li> </ol>
			Strategic cost	1. Describe some of the techniques and process which are available to assist managers in planning and controlling organisational activities;

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			management	<ol style="list-style-type: none"> <li>2. Analyse the processes involved in identifying, measuring, analyzing, interpreting and communicating information to managers in pursuit of the organisation's goals;</li> <li>3. Explain the role of cost information in organisations;</li> <li>4. Analyse the linkage between cost data and systems and the organisation of activities and resource flows in a range of manufacturing and service activities</li> <li>5. Apply appropriate cost allocation techniques to a variety of costing problems; Develop strategies for managing costs; Explain the role of cost data in pricing decisions.</li> </ol>
			International financial management	<ol style="list-style-type: none"> <li>1. Demonstrate the understanding of international financial theory and applications pertaining to, e.g., exchange rate determinants, foreign exchange exposure, foreign direct investment, interest rate parity, and the balance of payment.</li> <li>2. Develop a frame of reference through which to identify, evaluate, and solve problems pertaining to international financial with or without complete information.</li> <li>3. Develop critical and analytical skills and the ability to work independently.</li> </ol>

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				<ul style="list-style-type: none"> <li>4. Demonstrate communication and written skills (e.g. the ability to write quality reports).</li> <li>5. Integrate the global developments with the changing business environment in India.</li> </ul>
			System analysis and design	<ul style="list-style-type: none"> <li>1. Describe the concept of system and design</li> <li>2. Understand the role of system analysts.</li> <li>3. Develop data flow diagrams and decision tables</li> <li>4. Design system components for the organization</li> <li>5. Build general and detailed models that assist programmers in implementing a system</li> </ul>
			Relational database management system	<ul style="list-style-type: none"> <li>1. Describe the fundamental elements of relational database management</li> <li>2. Explain the basic concepts of relational data model, entity-relationship model, relational database design, relational algebra and SQL.</li> <li>3. Develop and design advanced SQL working with multiple tables</li> <li>4. Understand the concurrency control techniques</li> </ul>

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				5. Understand the needs of database processing and learn techniques for controlling the consequences of concurrent data access.
			Electronic commerce	<ol style="list-style-type: none"> <li>1. Understand the foundations and importance of E-commerce.</li> <li>2. Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other..</li> <li>3. Gain knowledge about Internet trading relationships including Business to Consumer, Business-to-Business, Intra organizational.</li> <li>4. Assess electronic payment systems and E-security.</li> <li>5. Discuss the global and ethical E-commerce issues.</li> </ol>
			Quality management systems	<ol style="list-style-type: none"> <li>1. Understand the basics of Quality management, the current method and tools for statistical quality control.</li> <li>2. Understand the normative rules for the introduction of QMS in an organisation</li> <li>3. Apply and practice theoretical contents through exercises, case studies using practical examples from industrial environment.</li> <li>4. Make professional discussions, can judge and interpret the</li> </ol>



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				<p>results from statistical quality control.</p> <p>5. Demonstrate both by frontal teaching as well as by activities and presentation</p>
			Integrated materials management	<p>1. Understand the basic concepts and various theories and practices Integrated material management.</p> <p>2. Understand the importance of effective utilisation of materials in manufacturing and service industries.</p> <p>3. Present the practical application of Integrated material management in industrial inventory system.</p> <p>4. Discuss and simulate clearly on new trends in material management through presentations and activities.</p> <p>5. Face challenges arising on present scenario of competitiveness in industries</p>
			Total productive maintenance	<p>1. Understand the basics and new trends in TPM.</p> <p>2. Implement the knowledge acquired through team activity.</p> <p>3. Judge the type of training and changes required in an organisation</p> <p>4. Communicate in a best way for the effective result of “non-</p>

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				<p>defect” goods.</p> <p>5. Communicate in a best way for the effective result of “non-defect” goods.</p>
			Business legislation	<p>1. Understand the basics of the Indian Contract Act.</p> <p>2. Understand the legal terms and condition on selling the goods and the negotiable instruments.</p> <p>3. Identify the Company Acts applicable in starting any type of a company</p> <p>4. Provide information on management of Members in an organization</p> <p>5. Find the Uniform Commercial Code to business activities and recent developments in business law.</p>
			Business plan and ethics	<p>1. Present the necessity of proper Business Plan and its common considerations.</p> <p>2. Provide the information about observing high ethical standards and its relation to sound business strategy</p> <p>3. Understand the components of business plan that includes marketing plan, technological plan etc.,</p>

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				<ul style="list-style-type: none"> <li>4. Understand the importance of business Ethics and its benefits in Indian as well as global economy.</li> <li>5. Understand that Ethics in decision making can be addressed as part of the business decision.</li> </ul>
			Entrepreneurship and innovation	<ul style="list-style-type: none"> <li>1. Understand the basic practices of Innovation management and its barrier in an organization</li> <li>2. Gather information about the innovation process</li> <li>3. Build innovation culture based on the socio-economic condition of the community</li> <li>4. Identify the qualities of a creative person and the guidelines to reduce the gap between creativity and innovation.</li> <li>5. Discuss about the Entrepreneurs and the issues of innovation.</li> </ul>
			Fundamentals of logistics management	<ul style="list-style-type: none"> <li>1. Enable an efficient method of moving products with optimization of time and cost.</li> <li>2. Understand the language of logistics through exclusive discussions of the concerned topic.</li> <li>3. Make business decision on improving supply chain.</li> <li>4. Understand the current challenges faced by professionals and</li> </ul>

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				<p>to provide a basis for thinking through these challenges</p> <p>5. Identify the career opportunities available in the field of logistics</p>
			Supply channel management	<p>1. Build and manage a competitive supply channel for any organisation.</p> <p>2. Identify the difference in retailing and wholesaling channel</p> <p>3. Present the real time challenges in distribution line and product flow.</p> <p>4. Identify the motivational tools for all the human sources involved in the chain</p> <p>5. Understand the importance of communication and standard procedure required for supply channel for the effective distribution of the product</p>
			Supply chain management	<p>1. Build and manage a competitive supply chain using Strategies, models, techniques and information knowledge</p> <p>2. Understand the importance of SCM for the effective product flow which enhances productivity and profitability</p> <p>3. Understand the evolution in SCM and recent trends SCM and</p>

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				<p>Information technology due to the tremendous growth of e-commerce.</p> <ol style="list-style-type: none"> <li>4. Identify the career opportunities in this filed</li> <li>5. Present the real time challenges faced in SCM through various case studies</li> </ol>
			Introduction to textile industry	<ol style="list-style-type: none"> <li>1. To develop an understanding of fashion merchandising and role of merchandisers in the fashion industry.</li> <li>2. To learn technical skills, sharpen creativity and develop business understanding for working in the fashion industry.</li> <li>3. Understand fashion merchandising, its scope and the role of merchandisers in the fashion industry.</li> <li>4. Analyze and evaluate the various merchandising systems.</li> <li>5. Identify the basics of fashion promotion</li> </ol>
			Textile marketing	<ol style="list-style-type: none"> <li>1. To develop an understanding of fashion merchandising and role of merchandisers in the fashion industry.</li> <li>2. To understand the importance of visual merchandising in retail and the visual merchandising process.</li> <li>3. Understand visual merchandising as a tool for effective</li> </ol>

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				<ul style="list-style-type: none"> <li>retailing.</li> <li>4. Analyze and evaluate the be able to develop competencies in fashion theory and marketing of fashion goods</li> <li>5. Identify the basics of fashion promotion</li> </ul>
			Modern development in textile industry	<ul style="list-style-type: none"> <li>1. To develop an understanding of fashion merchandising and role of merchandisers in the fashion industry.</li> <li>2. To understand the importance of visual merchandising in retail and the visual merchandising process.</li> <li>3. Understand visual merchandising as a tool for effective retailing</li> <li>4. Analyze and evaluate the be able to develop competencies in fashion theory and marketing of fashion goods</li> <li>5. Identify the basics of fashion promotion</li> </ul>
			Fundamentals of exports	<ul style="list-style-type: none"> <li>1. Understand the basic international business vocabulary with specific emphasis on terms associated with international trade and import / export operations.</li> <li>2. Understand the International as well as Indian laws for Export</li> <li>3. Understand the Export financing and its methods and source</li> </ul>

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				<ol style="list-style-type: none"> <li>4. Present various export promotion techniques with real time examples.</li> <li>5. Identify a wide range of rewarding opportunities that comes with rapid growth in global market.</li> </ol>
			Export procedure	<ol style="list-style-type: none"> <li>1. Understand the steps required to start an export business in India.</li> <li>2. Select between common modes of export in order to fit the business needs of exporting organizations</li> <li>3. Understand the Export pricing and its terms.</li> <li>4. Gain knowledge on the process of registration with an export promotion agency and licensing</li> <li>5. Utilize the knowledge acquired through this study to run an export business.</li> </ol>
			Export promotion	<ol style="list-style-type: none"> <li>1. Gain the knowledge on how to significantly expand the global market</li> <li>2. Understand the reward system for export promotion</li> <li>3. Conduct an exclusive discussion on the assistance provided by government for the improvement export business.</li> </ol>

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				<ul style="list-style-type: none"> <li>4. Present the real time working environment of Special Economic Zones and the facilities provided</li> <li>5. The research and development budget could work harder as you can change existing products to suit new markets.</li> </ul>
			Fundamentals of retailing	<ul style="list-style-type: none"> <li>1. Understand the insights of retail management</li> <li>2. Gather knowledge in retail business setup.</li> <li>3. Understand the retail knowledge and tune to start retail business</li> <li>4. Update on consumer Buying behaviour and their demands.</li> <li>5. Practice training on successful E- Retailing Business.</li> </ul>
			Retail stores management	<ul style="list-style-type: none"> <li>1. Practice to set the retail business.</li> <li>2. Generate various techniques to implement best designed retail store.</li> <li>3. Understand the importance of insurance policies in retail.</li> <li>4. Analyze the challenges and issues facing in global retail business</li> <li>5. Know the cross-cultural subsidies in retailing.</li> </ul>
			Retail planning	<ul style="list-style-type: none"> <li>1. Practice to set the retail business.</li> </ul>



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				<ol style="list-style-type: none"> <li>2. Generate various techniques to implement best designed retail store.</li> <li>3. Understand the importance of insurance policies in retail.</li> <li>4. Analyze the challenges and issues facing in global retail business.</li> <li>5. Know the cross-cultural subsidies in retailing</li> </ol>
			Entrepreneurship in hospitality industry	<ol style="list-style-type: none"> <li>1. Learn about the high capacity to adapt to changing business environments, the flexibility to redirect their activity</li> <li>2. Develop the interpersonal skills to become an Entrepreneur in hospitality industry.</li> <li>3. Gather the knowledge on government policies and assistance in starting a business in hospitality industry.</li> <li>4. Learn that Hospitality Services Marketing becomes a strategic imperative, small businesses have excellent opportunities to expand in new directions</li> <li>5. Update the knowledge about the entrepreneurial development opportunities available in the market.</li> </ol>
			Human	<ol style="list-style-type: none"> <li>1. Understand the basics of an HR role in hotel industry and its</li> </ol>

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			resource in hospitality management	<p>importance</p> <ol style="list-style-type: none"> <li>2. Present the planning process required for the job creation and its description</li> <li>3. Understand that Effective HR management is essential to recruiting and developing quality employees in the hospitality industry who are the key to the development.</li> <li>4. Identify the methods of Employee training and its importance in employee development.</li> <li>5. Conduct a group discussion on Performance appraisal techniques and the current reward system in major hotel industries</li> </ol>
			Public health systems and health insurance	<ol style="list-style-type: none"> <li>1. Understand the importance of Health systems.</li> <li>2. Analyze the ways to allocate resources efficiently</li> <li>3. Analyse the challenges in the measurement of Public health and National Health program.</li> <li>4. Understand the laws and regulations for Health Insurance and Risk management</li> <li>5. Apply the knowledge in creating the best insurance models</li> </ol>

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			Introduction to media management	<ol style="list-style-type: none"> <li>1. Understand the purpose of Journalism and their responsibilities.</li> <li>2. Analyse about various news agencies.</li> <li>3. Analyse the role of Doordharsan and AIR in the nation's development</li> <li>4. Apply the acquired knowledge in learning the new trends in TV news channels.</li> <li>5. Update to the current media trend by Blogs and YouTube.</li> </ol>
			Media laws and ethics	<ol style="list-style-type: none"> <li>1. Understand the legal aspects in managing the media industry.</li> <li>2. Debate on the recent acts of Cybercrimes.</li> <li>3. Analyse the IPC and CPC acts for the protection of Press rights in India</li> <li>4. Make wise decision on utilising the acts for journalism when entering into the media field.</li> <li>5. Debate on the code of ethics for media and Journalism</li> </ol>
			Public relations principles and practices	<ol style="list-style-type: none"> <li>1. Understand the fundamental and evolution of Public Relations in India</li> <li>2. Create and evaluate a PR plan</li> </ol>

Programme	Programme Outcome	Programme Specific Outcome	Course	Course Outcome
				<ol style="list-style-type: none"> <li>3. Conduct an effective negotiation and communication with others</li> <li>4. Analyze the impact of Public Relations on the marketing</li> <li>5. Apply the knowledge on evaluating and selecting the appropriate PR agency for the organisation</li> </ol>
			Placement oriented course	<ol style="list-style-type: none"> <li>1. It describes significant and essential learning that learners have achieved, and can reliably demonstrate at the end of a course or program</li> <li>2. It expected level of learning at a certain grade level by level upgrading in skills</li> <li>3. It focuses on results of the learning experiences</li> <li>4. Outcomes-based education is thought to provide greater consistency, accountability and accessibility.</li> <li>5. This course introduces the key concepts, tools, and skills of creation of standards for students</li> </ol>
			Strategic management	<ol style="list-style-type: none"> <li>1. To gain Basic knowledge of the field of strategic management and the main perspectives within this field.</li> <li>2. To obtain Specific knowledge of perspectives, frameworks and</li> </ol>

Programme	Programme Outcome	Programme Specific Outcome	Course	Course Outcome
				<p>concepts within strategic thinking as well as companies mission, vision and corporate social responsibility</p> <ol style="list-style-type: none"> <li>3. To demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios</li> <li>4. Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.</li> <li>5. Apply appropriate tools, theories and concepts to analyse strategic issues in organizations and to develop strategies for implementation</li> </ol>
			Services marketing	<ol style="list-style-type: none"> <li>1. Develop familiarity with the concepts of Services Marketing.</li> <li>2. Understand the marketing mix for services.</li> <li>3. Develop marketing of hospitality service.</li> <li>4. Understand the marketing of financial services.</li> <li>5. Formulate marketing mix for non - profit organizations.</li> </ol>
			Brand management	<ol style="list-style-type: none"> <li>1. Understand branding concepts and ideas in their own words.</li> <li>2. Develop a brand, including positioning and communication.</li> </ol>

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				<ol style="list-style-type: none"> <li>3. Understand the measurement of brand equity and brand performance.</li> <li>4. Develop brand architecture.</li> <li>5. Appraise the issues and challenges of brand in global scenario.</li> </ol>
			Rural marketing	<ol style="list-style-type: none"> <li>1. Describe the basis on rural economy and its development.</li> <li>2. Gain exposure on rural market and consumers.</li> <li>3. Identify the market segmentation strategy for rural markets.</li> <li>4. Develop the product strategy for rural markets.</li> <li>5. Understand the pricing strategy and promotional campaigns.</li> </ol>
			Organisational development	<ol style="list-style-type: none"> <li>1. Understand the guidelines to implement Organisational Development.</li> <li>2. Understand the theory and practices on change and changing nature of OD</li> <li>3. Gain knowledge in various components and Interventions of OD.</li> <li>4. Analyze the reasons for the failure of OD implementation</li> <li>5. Analyze the present issues of OD and to plan the future of OD.</li> </ol>
			Labour welfare	<ol style="list-style-type: none"> <li>1. Present his/her knowledge in current industrial and labour laws</li> </ol>

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			and industrial relations	<ol style="list-style-type: none"> <li>2. Handle various techniques to solve the industrial disputes.</li> <li>3. Implement the Labour laws and Industrial Relations during their Industrial Management.</li> <li>4. Identify the best policies, rules, regulations, laws and industrial acts required for the perfectly legal and successful organisation.</li> <li>5. Understand the procedures and principles in collective bargaining and steps in grievances handling.</li> </ol>
			International human resource management	<ol style="list-style-type: none"> <li>1. Compare the culture of International HRM and HRM and listing their impacts</li> <li>2. Understand the issues during recruitment in global and national HRM.</li> <li>3. Gain knowledge in training followed by selection and rewarding system.</li> <li>4. Demonstrate the importance of communication for successful HR practices</li> <li>5. Gather knowledge in various functions of corporate and international companies.</li> </ol>

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			Financial services	<ol style="list-style-type: none"> <li>1. Understand the operations of merchant banking and capital market</li> <li>2. Analyse the regulations offered by SEBI for the investors protection</li> <li>3. Make wise decisions on choosing Hire purchase and Leasing.</li> <li>4. Analyse the operations of Merger and acquisition as well as Takeover</li> <li>5. Choose an appropriate financial service for the organisation with given financial conditions</li> </ol>
			Working capital management	<ol style="list-style-type: none"> <li>1. Understand the primary sources of liquidity and factors that influence a company's liquidity position and compare a company's liquidity measures with those of peer companies.</li> <li>2. Evaluate working capital effectiveness of a company based on its operating and cash conversion cycles, and compare the company's effectiveness with that of peer companies.</li> <li>3. Understand the effect of different types of cash flows on a company's net daily cash position</li> <li>4. Identify and evaluate the necessary tools to use in managing a company's net daily cash position.</li> </ol>



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				5. Understand interpret comparable yields on various securities, compare portfolio returns against a standard benchmark, and evaluate a company's short-term investment policy guidelines.
			Banking and insurance management	1. Understand the commercial banking systems, structure, nationalization and banking sector reforms and Develop better understanding on different types of deposits, their benefits as well as on advances. 2. Know the procedural formalities in dealing with different types of customers viz., sole traders, partnership firms, joint stock companies etc., Develop a perfect theoretical knowledge on modes of creation of charges and documentation. 3. Understand the concepts of life assurance in a detailed manner and underwrite the risk for a proposal. 4. Know about the surplus distribution methods and practice and deep knowledge about settlement process. 5. Understand the underwriting process, policy claims and the valuation of surplus.
			Software	1. Manage the selection and initiation of individual projects and

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			project management	<p>of portfolios of projects in the enterprise</p> <ol style="list-style-type: none"> <li>2. Know the project planning and scheduling</li> <li>3. Gain knowledge about Internet trading relationships including Business to Consumer, Business-to-Business, Intra organizational.</li> <li>4. Demonstrate effective project execution and control techniques that result in successful projects</li> <li>5. Have a strong working knowledge of system maintenance</li> </ol>
			Enterprise resource planning	<ol style="list-style-type: none"> <li>1. Describe the concept of system and design</li> <li>2. Understand the role of system analysts.</li> <li>3. Develop data flow diagrams and decision tables</li> <li>4. Design system components for the organization</li> <li>5. Build general and detailed models that assist programmers in implementing a system</li> </ol>
			Data mining	<ol style="list-style-type: none"> <li>1. Understand the basic fundamentals concepts of data ware housing.</li> <li>2. Know the data mining methodology</li> <li>3. Identify the uses of data mining in business concerns and</li> </ol>

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				<p>customers .</p> <ol style="list-style-type: none"> <li>4. Develop data mining for customer relation management</li> <li>5. Compare and evaluate different data mining techniques like classification, prediction, clustering and association rule mining.</li> </ol>
			Advanced production management	<ol style="list-style-type: none"> <li>1. Students gain the knowledge theoretically and practically about advanced production management.</li> <li>2. Extends the student knowledge from Planning to controlling</li> <li>3. Learning develops the student to adopt in various functional areas of Inventory system.</li> <li>4. Apply knowledge of productivity techniques concept in integrated manner</li> <li>5. This study equips the student with various techniques to promote production effectively and efficiently to meet competitive market</li> </ol>
			Technology management	<ol style="list-style-type: none"> <li>1. Adopt recent technological changes, assess alternative and compete in industry</li> <li>2. Understand the importance of learning in technology</li> </ol>

Programme	Programme Outcome	Programme Specific Outcome	Course	Course Outcome
				<p>management since the technology changes every day.</p> <ol style="list-style-type: none"> <li>3. Conduct an exclusive discussion and search on various modern technologies that are in use or yet to be used in industries.</li> <li>4. Use the knowledge acquired and face the global competitiveness in the ever changing business environment.</li> <li>5. Identify the ways for success and benefits from managing technology in technology based organisations.</li> </ol>
			Total quality management	<ol style="list-style-type: none"> <li>1. To help the students understand the importance and concepts of TQM</li> <li>2. To understand about quality, tools used for Total Quality Management for service and product</li> <li>3. To learn various quality models suitable for various product/service and their implementation methods in an organization.</li> <li>4. Use different tools for different organization to enhance quality</li> <li>5. Identify the need for enhanced quality products with higher customer satisfaction</li> </ol>
			Project	<ol style="list-style-type: none"> <li>1. Manage the selection and initiation of individual projects and</li> </ol>

Programme	Programme Outcome	Programme Specific Outcome	Course	Course Outcome
			management	<p>portfolios of projects in the enterprise.</p> <ol style="list-style-type: none"> <li>2. Apply project management principles in business situations to optimize resource utilization and time optimization.</li> <li>3. Demonstrate effective risk management approach for managing the project effectively.</li> <li>4. Identify and reduce various risks involved in the projects.</li> <li>5. Apply the feasible study to evaluate the viability of a project.</li> </ol>
			Management of small enterprises	<ol style="list-style-type: none"> <li>1. Describe basis on small scale industrial units.</li> <li>2. Gain knowledge on starting small industry and legal formalities.</li> <li>3. Exhibit awareness on incentives and subsidies.</li> <li>4. Gain exposure on financial requirements for small business.</li> <li>5. Acquire knowledge on marketing and manpower planning in small enterprises.</li> </ol>
			Entrepreneurial marketing	<ol style="list-style-type: none"> <li>1. To know the steps to build a strong brand.</li> <li>2. To possess an understanding of customers to support marketing efforts.</li> <li>3. Develop a flexible framework to evaluate marketing decisions</li> </ol>

Programme	Programme Outcome	Programme Specific Outcome	Course	Course Outcome
				<p>to successfully grow the business.</p> <p>4. To identify the key selling messages for the business.</p> <p>5. To gain knowledge about creativity and innovation to generate new business ideas and in marketing.</p>
			<p>Legal principles of logistics and shipping business</p>	<p>1. Understand the basic international business vocabulary with specific emphasis on terms associated with international trade and import / export operations.</p> <p>2. Understand the International as well as Indian laws for Export</p> <p>3. Understand the Export financing and its methods and source</p> <p>4. Present various export promotion techniques with real time examples.</p> <p>5. Identify a wide range of rewarding opportunities that comes with rapid growth in global market.</p>
			<p>International logistics and shipping management</p>	<p>1. Enable an efficient method of moving products with optimization of time and cost.</p> <p>2. Understand the language of logistics through exclusive discussions of the concerned topic.</p> <p>3. Make business decision on improving supply chain.</p>

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				<ol style="list-style-type: none"> <li>4. Understand the current challenges faced by professionals and to provide a basis for thinking through these challenges</li> <li>5. Identify the career opportunities available in the field of logistics</li> </ol>
			Logistics information system	<ol style="list-style-type: none"> <li>1. Understand the foundations and importance of E-logistics</li> <li>2. Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.</li> <li>3. Gain knowledge about Internet trading relationships including Business to Consumer, Business-to-Business, Intra organizational.</li> <li>4. Assess electronic payment systems and E-security.</li> <li>5. Discuss the global and ethical E-logistics issues.</li> </ol>
			Global textile trade and sourcing	<ol style="list-style-type: none"> <li>1. To provide a comprehensive overview of the production process of garment manufacturing</li> <li>2. To understand the technique of mass production of ready-to-wear apparel and evaluation of their quality</li> <li>3. To develop the understanding of relationship of cost to quality of readymade garments.</li> </ol>

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				<ol style="list-style-type: none"> <li>4. Be able to understand how quality and cost of production are balanced.</li> <li>5. To understand the various assembly line options in garment manufacturing units</li> </ol>
			Textile testing and quality control	<ol style="list-style-type: none"> <li>1. Understand the principles and the method of testing the fibers and yarns to determine the properties.</li> <li>2. Understand how moisture affects the quality of the textile material</li> <li>3. Apply various methods to determine Yarn and fibre quality</li> <li>4. Analyze different methods for different material and analyse data collected on testing</li> <li>5. Learn about the application of the statistical methods to suit textile processes.</li> </ol>
			Garment quality and cost control	<ol style="list-style-type: none"> <li>1. Understand the meaning and importance of quality control</li> <li>2. Understand the basics of production control.</li> <li>3. Apply the knowledge acquired in reducing the cost and improving quality</li> <li>4. Evaluate various production systems and choose the</li> </ol>



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				<p>appropriate system.</p> <p>5. Apply the knowledge on preparing the budget for the organisation.</p>
			Export finance	<p>1. Gather the knowledge on gaining competitive edge by offering financing to prospective buyers.</p> <p>2. Find the Several advantages for both importers and exporters in receiving cash payment upon shipment or commissioning</p> <p>3. Understand the costs involved in Exporting</p> <p>4. Gather knowledge on the terms and modes of payment and their calculations.</p> <p>5. Identify the financial institutions available for financing Export business</p>
			Financing international trade	<p>1. To understand about the duty and basic credit facilities in international trade</p> <p>2. To understand the documentation process in trading</p> <p>3. To learn about the banking services for international trade.</p> <p>4. To gain knowledge about various other institutions and insurance related to international trading</p>

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				5. To understand the regulations in trading process
			Forex management	<ol style="list-style-type: none"> <li>1. To understand the basic fundamentals in forex management.</li> <li>2. To gain knowledge about various transactions in forex management</li> <li>3. To understand the various risk factors involved in forex management</li> <li>4. To analyze the various pros and cons in forex management</li> <li>5. To learn about foreign exchange market in India</li> </ol>
			Retail management	<ol style="list-style-type: none"> <li>1. Understand the importance of Information Technology in Retail Management.</li> <li>2. Utilize the available technology in Data collection and</li> <li>3. Apply the knowledge acquired to make appropriate decisions in choosing the required technology</li> <li>4. Update one's own knowledge due tremendous evolution of IT</li> <li>5. Determine the approach to be used for retail business</li> </ol>
			Retail supply chain management	<ol style="list-style-type: none"> <li>1. To manage the retail chains in the business strategy</li> <li>2. To understand the retail customer's behaviour and its impact on business</li> </ol>

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				<ol style="list-style-type: none"> <li>3. To make decisions on retailing and inventory management based on the knowledge acquired</li> <li>4. To forecast the future technologies in retailing and their issues.</li> <li>5. To present an intensive research on the real time scenarios apart from theoretical knowledge</li> </ol>
			International retailing	<ol style="list-style-type: none"> <li>1. Understand the insights of international retail management</li> <li>2. Gather knowledge in international retail business setup.</li> <li>3. Understand the retail knowledge and tune to start retail business</li> <li>4. Update on foreign consumer Buying behaviour and their demands.</li> <li>5. Practice training on successful E- Retailing Business.</li> </ol>
			Hospitality and healthcare management	<ol style="list-style-type: none"> <li>1. Decide on Pricing based on marketing and distribution costs and select a proper marketing method.</li> <li>2. Audit the utilization of energy and identify the ways to conserve and manage energy</li> <li>3. Decide on the effective waste management system for the proper disposal of waste</li> </ol>

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				<ul style="list-style-type: none"> <li>4. Understand the importance of water management in the Hospitality industry</li> <li>5. Learn about Essential approaches used for managing Hygiene and Sanitation trends</li> </ul>
			Hospital operations management	<ul style="list-style-type: none"> <li>1. Understand the importance of administration of hospital and patient care services</li> <li>2. Analyze various services operated in the hospital</li> <li>3. Understand the importance of Quality</li> <li>4. Apply the knowledge acquired for the betterment of patient care</li> <li>5. Determine the facilities required and the management of the hospital in the times of Disaster</li> </ul>
			International health management	<ul style="list-style-type: none"> <li>1. Understand the global perspective of healthcare and its challenges.</li> <li>2. Analyze the reforms in international healthcare sector</li> <li>3. Analyse the trends in healthcare services and its evolution in insurance</li> <li>4. Understand the international regulation for Intellectual</li> </ul>

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				<p>property rights and its application in healthcare sector</p> <p>5. Analyse various health policies and the ways to access them</p>
			Advertising management	<p>1. Understand the importance and impact of advertising.</p> <p>2. Analyse the working of ad agency and selection process.</p> <p>3. Analyse how advertisements are planned, positioned and sponsored</p> <p>4. Create a style/ logo/slogan or advertising pattern.</p> <p>5. Create and evaluate a print or web advertisement</p>
			Mass communication	<p>1. Understand the process of mass communication and its importance</p> <p>2. Analyse the social changes occurred because of mass communication</p> <p>3. Evaluate the role of press in day to day life of the public</p> <p>4. Understand the psychology of the audience</p> <p>5. Measure the audience level and impact of media on consumerism</p>
			Print media reporting and	<p>1. Understand the purpose of News writing</p> <p>2. Analyse various reporting techniques and their advantages.</p>

Programme	Programme Outcome	Programme Specific Outcome	Course	Course Outcome
			editing	3. Analyse various techniques of editing and sub-editing. 4. Update for the modern trends of news editing. 5. Design an Editorial page and make a newspaper