SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

An Autonomous Institution

(Affiliated to Madurai Kamaraj University & Re-Accredited with B+ Grade by NAAC)

T.V.R. NAGAR, ARUPPUKOTTAI ROAD, MADURAI-22

Program Outcomes, Program Specific Outcomes & Course Outcomes

Master of Business Administration

BATCH: 2019 -2021

Department of MBA

Programme Code :   MB2005

Programme Outcomes (PO)

PO 1: MBA Program provides a Knowledge base for business administration (K 4)

PO 2: Ability to identify a problem, analyze, formulate and use the appropriate managerial skills for obtaining its solution. (K 2)

PO 3: An ability to communicate effectively, both in writing and oral.   (Speaking / Writing skills) (K 3)

PO 4: The Ability to function effectively on multi-disciplinary teams (Team work) and collaborative management skills (K 4)

PO 5:   Recognize and address ethical issues and values and apply them in organizational settings with professional understandings (K 3)

PO 6: to follow Good Citizenship practices (K 2)

Programme Specific Outcomes (PSO)

PSO 1: to analyze and apply the foundational concepts of Business Administration

PSO 2: To apply Managerial skills, business law, communication and computer literacy in Practice.

PSO 3: To develop Ethical and Professional understandings to attain good citizenship.

Course Outcomes (CO)

SEMESTER - I

1ST SEMESTER – MBA PROGRAM – Batch 2020-22

Semester	: I	**Batch**	: 2020-22
Subject code	: 20MB101	**Subject**	: Accounting for Management
Internal Marks	: 25	**External Marks**	: 75
Part	: Core	**Credits**	: 2

Course Outcomes   :

CO1: Describe the importance and preparation of financial statements

CO2: Explain financial accounting mechanics
CO3: Discuss cost and management accounting functions
CO4: Analysing the financial data for decisions
CO5: Evaluating and communicating the decisions based on financial data to management.

I MBA

Semester	: I	**Batch**	: 2020-22
Subject code	: 20MB102	**Subject**	: Human Behaviour at Work
Internal Marks	: 25	**External Marks**	: 75
Part	: Core	**Credits**	: 2

Course Outcomes   :

CO1:   Discover the foundations   in Human Behaviour

CO2: Analyze and evaluate the individual factors influencing Human Behaviour

CO3: Analyze the group behaviour factors influencing Human behaviour

CO4: Evaluate the group factors affecting Human Performance

CO5: Designing the Organization system for increasing productivity.

Semester	: I	Batch	: 2020-22
Subject code	: 20MB103	Subject	: Managerial Economics
Internal Marks	: 25	External Marks	: 75
Part	: Core	Credits	: 2

Course Outcomes :

CO1: Summarise the Fundamentals of Managerial Economics.

CO 2: Identify Demand & Supply Determinants and Analyse its Relationship.

CO 3: Analyse the Production and Cost concepts

CO 4: Classify the Market Structure & Examine the Pricing Strategies under each Market

CO 5: Discuss the influences of Macro Economic Concepts in Business

I MBA

Semester	: I	Batch	: 2020-22
Subject code	: 20MB104	Subject	: Statistics for Management
Internal Marks	: 25	External Marks	: 75
Part	: Core	Credits	: 2

Course Outcomes :

CO 1: Solve problems using measures of central tendency and measures of dispersion

CO 2: Analyse problems using hypothesis testing

CO 3: Understand the applications of small samples test

CO 4: Solve problems using Correlation, Regression and ANOVA

CO 5: Solve problems using non-parametric tests

I MBA

Semester	**: I**	**Batch**	**: 2020-22**
Subject code	**: 20MB105**	**Subject**	**: Legal Aspects of Business**
Internal Marks	**: 25**	**External Marks**	**: 75**
Part	**: Core**	**Credits**	**: 2**

Course Outcomes :

CO 1: Understand the fundamental concepts in Commercial Law
CO 2: Acquire legal insight that can be established in business practices
CO 3: Learn the legal procedures involved in setting up a business
CO 4: Comprehend the judicial set up industrial laws
CO 5:Conversant with major international instruments on consumer protection

I MBA

Semester	**: I**	**Batch**	**: 2020-22**
Subject code	**: 20MB106**	**Subject**	**: IT Skills for Managers - 1**
Internal Marks	**: 25**	**External Marks**	**: 75**
Part	**: Core**	**Credits**	**: 2**

Course Outcomes :

CO 1: Create Microsoft business proposal document with charts and graphics

CO 2: Craft MS Excel Sheet using formulas and decisions functions

CO 3: Develop business proposal presentation with business figures and graphs

CO 4: Cultivate IT skills in Business Management.

CO 5: Create and use the convergence technologies in Management

I MBA

Semester	: I	**Batch**	: 2020-22
Subject code	: 20MB107	**Subject**	: Professional Grooming Program - 1

Internal Marks	: 25	**External Marks**	: 75
Part	: Core	**Credits**	: 2

Course Outcomes :

CO 1: Comprehend the business communication and its paramount importance

CO 2: Learn grammatical structures and use them appropriately and meaningfully in business context

CO 3: Develop vocabulary skills required for business writing

CO 4: List and identify various reading comprehension strategies

CO 5: Acquire soft skills for developing their career

Course Outcomes (CO)

SEMESTER - II

Semester	**: II**	**Batch**	**: 2020-22**
Subject code	**: 20MB201**	**Subject**	**: Financial Management**
Internal Marks	**: 25**	**External Marks**	**: 75**
Part	**: Core**	**Credits**	**: 2**

Course Outcomes   :

CO 1: Describe the importance and analysis of financial data
CO 2: Explain the various sources of finance available and comprehend the time value of money concept.
CO 3: Analyse capital budgeting process for business decisions
CO 4: Evaluate the optimal capital structure, after duly understanding the cost of capital
CO 5: Devise the dividend policy, appraise on working capital management, and duly understanding the ethics in financial management decisions.

Semester	**: II**	**Batch**	**: 2020-22**
Subject code	**: 20MB202**	**Subject**	**: Human Resources Management**
Internal Marks	**: 25**	**External Marks**	**: 75**
Part	**: Core**	**Credits**	**: 2**

Course Outcomes   :

CO 1: Understand the basics in Human Resources Management.

CO 2: Analyse the Job and Performance of Employees

CO 3: Explain the importance of Training and Development

CO 4: Learn and apply methods of Employee Engagement

CO 5: Understand the Organizational Culture and the importance of Ethics

Semester	**: II**	**Batch**	**: 2020-22**

Subject code	: 20MB203	Subject	: **Marketing Management**
Internal Marks	**: 25**	**External Marks**	**: 75**
Part	**: Core**	**Credits**	**: 2**

Course Outcomes :

CO 1: Discover the foundations in Marketing Management

CO 2: Analyze and evaluate buying behaviour and formulation of Marketing Strategy

CO 3: Analyze the Market Segments and Positioning Brands

CO 4: Evaluate Marketing Mix elements

CO 5: Apply Marketing Strategies in Emerging Sectors

I MBA

Semester	**: II**	**Batch**	**: 2020-22**
Subject code	**: 20MB204**	**Subject**	**: Business Research Methods**
Internal Marks	**: 25**	**External Marks**	**: 75**
Part	**: Core**	**Credits**	**: 2**

Course Outcomes :

CO 1: Describe the importance and purpose of business research

CO 2: Explain the various measurement and scaling concepts.

CO 3: Analyse variety of sampling techniques and choose the apt technique of sampling.

CO 4: Evaluate the data collection modes and methods for doing business research.

CO 5: Design and create business reports, through the standard and innovative report writing practices

I MBA

Semester	**: II**	**Batch**	**: 2020-22**
Subject code	**: 20MB205**	**Subject**	**: Business Analytics and Business Intelligence**
Internal Marks	**: 25**	**External Marks**	**: 75**
Part	**: Core**	**Credits**	**: 2**

Course Outcomes   :

CO 1: Describe the importance and purpose of business research

CO 2: Explain the various measurement and scaling concepts.

CO 3: Analyse variety of sampling techniques and choose the apt technique of sampling.

CO 4: Evaluate the data collection modes and methods for doing business research.

CO 5: Design and create business reports, through the standard and innovative report writing practices

I MBA

Semester	: II	**Batch**	: 2020-22
Subject code	: 20MB206	**Subject**	: IT Skills for Managers - 2
Internal Marks	: 25	**External Marks**	: 75
Part	: Core	**Credits**	: 2

Course Outcomes   :

CO 1: Use IT new technologies in Business management operations.

CO 2: Design Data base management Systems to support operations.

CO 3: Develop distributed management systems in management

CO 4: Implement virus preventive measure in operations.

CO 5: Use multimedia applications that support business operations

I MBA

Semester	: II	**Batch**	: 2020-22
Subject code	: 20MB207	**Subject**	: Professional Grooming Program - 2
Internal Marks	: 25	**External Marks**	: 75

Part   **: Core**   **Credits**   **: 2**

Course Outcomes   **:**

CO 1: Comprehend the importance of business communication

CO 2: Drafts emails professionally and understand the nitty-gritty of email communication

CO 3: Further their presentation skills and learn the strategies to keep the audience engaged

CO 4: Articulate their views and make suggestions in business meetings

CO 5: Learn the art of public speaking