

SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE

An Autonomous Institution

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



Program Outcomes, Program Specific Outcomes & Course Outcomes

MBA

BATCH : 2017 -2020

Department of MBA

Programme Code :MB2005

MBA

Programme Code : MB2005

ACADEMIC YEAR 2017-2018

Programme Outcomes (PO)

1. MBA program provides conceptual business foundations to solve practical decision-making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
2. An ability to communicate effectively, both in writing and oral. (Speaking / Writing skills).
3. The ability to analyze a problem, identify, formulate and use the appropriate managerial skills for obtaining its solution.
4. The Ability to function effectively on multi-disciplinary teams (Team work).
5. Understanding of Marketing, Sales, Financial, Banking, Professional, Ethical, Legal, and Social issues and responsibilities (Professional integrity).
6. Ability to identify a problem, analyze, formulate and use the appropriate managerial skills for obtaining its solution.
7. Apply and use current techniques, skills, and tools necessary for managerial practice (Practical managerial skills).
8. An ability to demonstrate a critical awareness of current issues (e.g., diversity, social responsibility, sustainability, innovation, knowledge management, etc.) in business and management which is informed by Faculty having industry experience and practical knowledge.
9. Use information and knowledge effectively: scanning and organizing data, synthesizing and analyzing in order to abstract meaning from information, and to share knowledge.
10. Recognize and address ethical issues and values and apply them in organizational settings.
11. A knowledge of Contemporary issues (social awareness).
12. An Integrated knowledge and demonstrated ability to perform as management professionals, and preparing for continued learning throughout their career. Recognition of the need for, and an ability to engage in continuing professional development and life-long learning

Programme Specific Outcomes (PSO)

1. MBA program help students to establish themselves as effective professionals by solving real problems through the use of management science knowledge and with attention to team work, effective communication, critical thinking and problem solving skills.
2. Students will be developing professional skills that prepare them for immediate employment and for life-long learning in areas of management and businesses
3. Students are provided coaching for Diploma in Banking and Finance (DB&F) as a value-added course. This enables them to prepare and appear for DB&F examination (equivalent to JAIIB examination of serving bankers) conducted by Indian Institute of Banking & Finance (IIBF) Mumbai
4. Students are trained in National Institute of Securities Market (NISM) Series of exams to take up the online examinations in Mutual funds, Equity Derivatives and Currency derivatives. The AMFI exams are conducted and certified by SEBI (Stock Exchange Board of India)
5. We have taken new initiatives to provide a career in the emerging Logistics and Supply Chain Management by introducing electives in Logistics & Supply Chain after signing MoU with Confederation of Indian Industry - Institute of Logistics Chennai (CII-IL) to enable our MBA students get job opportunities in the emerging sector.
6. We have also introduced Insurance electives following the Insurance Institute of India, Mumbai syllabus which can help our students obtain their Licentiate Certificate in Insurance for prospective jobs in the growing Insurance Sector.
7. Students will be demonstrating their ability to adapt to a rapidly changing environment by having learned and applied new skills and new competencies
8. Students will be provided with an educational foundation that prepares them for excellence, leadership roles along diverse career paths with encouragement to professional ethics and active participation needed for a successful career.

Course Outcomes (CO)

SEMESTER - I

I MBA

Semester	: I	Batch	:2017-2020
Course code	: 17MB101	Course Name	Essentials of Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcomes:

This course will enable the student to

- Learn the functions of managers
- Understand the skills needed for managers
- Study and practice Managerial functions

Semester	: I	Batch	:2017-2020
Course code	: 17MB102	Course Name	Accounting for Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course outcomes:

This course will enable the student to

- Learn the principles of accounting
- Understand and prepare Accounting statements

Semester	: I	Batch	:2017-2020
Course code	: 17MB103	Course Name	: Business Economics
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Learn the concepts in Economics
- Understand the applications of Economics in Business

Semester	: I	Batch	:2017-2020
Course code	: 17MB104	Course Name	: Quantitative Methods
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

COURSE OUTCOME:

This course will enable the student to

- Learn the application of statistics in business decision making.
- Recognize a particular technique and its applications.
- Apply the appropriate mathematical techniques in problem solving for management decision making

Semester	: I	Batch	:2017-2020
Course code	: 17MB105	Course Name	Business Environment and Law
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Learn the environment that influence business functioning.
- Understand the internal and external factors affecting Business

Semester	: I	Batch	:2017-2020
Course code	: 17MB106	Course Name	Organizational Behavior
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course outcome:

This course will enable the student to

- Learn the Behavior of Employees in organizations
- Understand the individual, Group and Organizational level factors in Companies
- Study the factors to increase Productivity in Organizations

Semester	: I	Batch	:2017-2020
Course code	: 17MB107	Course Name	Information System for Managers
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Apply the latest trends in information technology.
- Orient themselves in managing information system and make decisions with the help of the internet.

Semester	: I	Batch	:2017-2020
Course code	: 17MB108	Course Name	Business Communication for Managers I
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Learn the basics of Communication and Presentation
- Know the need and importance of Communication skills
- Make students improve Communication and Presentation skills

Semester	: I	Batch	:2017-2020
Course code	: 17MB109	Course Name	Workshop on Computer Application in Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 2

Course Outcome:

This course will enable the student to

- Effectively utilize the features of computer system and IT for quick and impressive actions

Course Outcomes (CO)

SEMESTER - II

Semester	: II	Batch	:2017-2020
Course code	: 17MB201	Course Name	Marketing Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course outcome:

This course will enable the student to

- Learn the concepts in Marketing
- Apply the Marketing concepts for better Marketing Decisions
- Study and practice Marketing Strategies for winning in the global era

Semester	: II	Batch	:2017-2020
Course code	: 17MB202	Course Name	Financial Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome

This course will enable the student to

- Understand the basic financial management concepts and tools of analysis

Semester	: II	Batch	:2017-2020
Course code	: 17MB203	Course Name	Operations Research
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Inculcate the application of management concepts through Operations Research for scaling new height.
Learn the concepts of operations research applied in business decision making.

Semester	: II	Batch	:2017-2020
Course code	: 17MB204	Course Name	Human Resource Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Learn the basics of Human Resource Management
- Understand Human Resource Policies in Organizations
- Practice effective Human Resource Policies in Organizations

Semester	: II	Batch	:2017-2020
Course code	: 17MB205	Course Name	Banking Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course outcome:

This course will enable the student to

- Understand the operational processes of Banking.

Semester	: II	Batch	:2017-2020
Course code	: 17MB206	Course Name	Operations Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course outcome:

This course will enable the student to

- Learn the concepts in Operations Management
- Understand the resources used in Production management
- Apply operations in effective functioning of Organizations

Semester	: II	Batch	:2017-2020
Course code	: 17MB207	Course Name	Research Methodology
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course outcome:

This course will enable the student to

- Develop analytical skills of business research

Semester	: II	Batch	:2017-2020
Course code	: 17MB208	Course Name	Business Communication for Managers II
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Learn the basics of Communication and Presentation
- Know the need and importance of Communication skills
- Develop Communication and Presentation skills of students

Course Outcomes (CO)

SEMESTER - III

Semester	: III	Batch	:2017-2020
Course code	: 17MB301	Course Name	Strategic Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course outcome:

This course will enable the student to

- Learn the different Strategies in Business
- Understand various business scenarios
- Study and apply Strategies for taking strategic decision

Semester	: III	Batch	:2017-2020
Course code	: 17MB302	Course Name	International Business
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

COURSE OUTCOME:

This course will enable the student to

- Learn the importance of Globalization, Economies in Transition, and Differences in culture and multi-domestic strategy and MNCs role in economic development.

Semester	: III	Batch	:2017-2020
Course code	: 17MB303	Course Name	Consumer Behavior
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course outcome:

This course will enable the student to

- Learn the basics of Consumer Behavior
- Know the need and importance of consumer Buying Factors
- Provide best customer satisfaction by understanding consumer Psychology

Semester	: III	Batch	:2017-2020
Course code	: 17MB304	Course Name	: Services Marketing
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course outcome:

This course will enable the student to

- Learn the concepts in Services Marketing
- Understand the current trends in delivering Services
- Learn and apply marketing Decisions in Services Sector

Semester	: III	Batch	:2017-2020
Course code	: 17MB305	Course Name	: Money and Capital Market
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Learn the concepts in Money and Capital Markets
- Understand and apply money and capital market decisions

Semester	: III	Batch	:2017-2020
Course code	: 17MB306	Course Name	: Merchant Banking and Financial Services
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome

This course will enable the student to

- Enrich the knowledge on key areas relating to Merchant Banking, Financial Products and Services.
- Acquire skills necessary to successfully carve a career in financial services.

Semester	: III	Batch	:2017-2020
Course code	: 17MB307	Course Name	:Equity Research and Portfolio Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Learn the concepts in Equity and various Portfolios
- Understand and apply the functioning of stock markets
- Know how to invest in Stock Markets

Semester	: III	Batch	:2017-2020
Course code	: 17MB308	Course Name	: Accounting and Finance for Bankers
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Understand the Financial aspects required for Bankers.
- Understand the Final Accounts in Banks

Semester	: III	Batch	:2017-2020
Course code	: 17MB309	Course Name	: Legal and Regulatory Aspects of Banking
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Understand the legal aspects of banking operations.
- Learn the laws related to Banking.

Semester	: III	Batch	:2017-2020
Course code	: 17MB310	Course Name	: Warehousing and Distribution Facilities Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Understand Warehouse Design and Management Process.
- Manage Warehouse Efficiently.

Semester	: III	Batch	:2017-2020
Course code	: 17MB311	Course Name	: Materials and Inventory Management
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Learn the importance of Materials Management.
- Learn the Inventory Management Processes.

Semester	: III	Batch	:2017-2020
Course code	: 17MB312	Course Name	: International Logistics and Global SCM
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Understand the various modes in International Logistics.
- Learn the procedure and documentation in International Logistics

Semester	: III	Batch	:2017-2020
Course code	: 17MB313	Course Name	: Principles of Insurance
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Understand the insurance mechanism.
- Understand the relationship between insurers and their customers .

Semester	: III	Batch	:2017-2020
Course code	: 17MB314	Course Name	: Practice of Life Insurance
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Deal with the practical aspects of Life insurance within the framework of prevailing legislation.
- Understand unit-linked policies, nomination and assignments and revival of policies, surrender values and foreclosure.

Semester	: III	Batch	:2017-2020
Course code	: 17MB315	Course Name	: Practice of General Insurance
Internal Marks	: 25	External Marks	: 75
		Credits	: 3

Course Outcome:

This course will enable the student to

- Apply General insurance within the framework of prevailing legislation .

Semester	: III	Batch	:2017-2020
Course code	: 17MB316	Course Name	: Workshop on Employability skills I
Internal Marks	: 25	External Marks	: 75
		Credits	: 2

Course Outcome:

This course will enable the student to

- Learn the basic skills needed for Employment of Managers
- Practice and develop Managerial skills

Semester	: III	Batch	:2017-2020
Course code	: 17MB317	Course Name	: Summer Training
Internal Marks	: 25	External Marks	: 75
		Credits	: 5

Course Outcome:

This course will enable the student to

- Get Practical training in Companies
- Understand the functioning of various departments in the Company

Course Outcomes (CO)

SEMESTER – IV

Semester	: IV	Batch	:2017-2020
Course code	: 17MB401	Course Name	Workshop on Employability skills II
Internal Marks	: 25	External	:75
		Credits	: 2

Course Outcome:

This course will enable the student to

- Learn the Managerial and Executive skills
- Practice and develop as a Professional Executive

Semester	: IV	Batch	:2017-2020
Course code	: 17MB402	Course Name	Workshop on Data Analysis for Business Decision
Internal Marks	: 25	External Marks	: 75
		Credits	: 2

Course Outcome:

This course will enable the student to

- Learn the art of model formulation and analysis using Computer Soft ware.
- Perform hypothesis testing for data collected through Computers

Semester	: IV	Batch	:2017-2020
Course code	: 17MB403	Course Name	Project
Internal Marks	: 50	External Marks	: 150
		Credits	: 8

Course Outcome:

This course will enable the student to

- Get Practical training in Companies
- Do a project based on the Organization needs
- Collect, analyze relevant data through proper research
- Prepare a detailed project report