ANNA UNIVERSITY CHENNAI
KATHIR COLLEGE OF ENGINEERING, COIMBATORE

MBA DEPARTMENT

R2017 REGULATION
PROGRAMME OUTCOMES (POs)

On successful completion of the program

PO1: Ability to apply the business acumen gained in practice.

PO2: Ability to understand and solve managerial issues.

PO3: Ability to communicate and negotiate effectively, to achieve organizational and individual goals.

PO4: Ability to upgrade their professional and managerial skills in their workplace.

PO5: Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.

PO6: Ability to take up challenging assignments.

PO7: Ability to understand one's own ability to set achievable targets and complete them.

PO8: Ability to pursue lifelong learning.

PO9: To have a fulfilling business career.

PROGRAM SPECIFIC OUTCOME (PSOs)

On successful completion of the 2 years full time MBA program, student should:

PSO1: Exhibit/demonstrate awareness and understanding of external and internal factors/issues facing a business/functional areas of business.

PSO2: Inform quantitative and qualitative analysis/decision making with awareness, understanding of key global, organizational trends, challenges, opportunities.

PSO3: Be prepared for using, upgrading IT skills for operation of productivity enhancing, statistical software applications.

PSO4: Position themselves for lifelong learning of skills, competencies to evolve as responsible manager/leader.

COURSE OUTCOMES

I - SEMESTER	

Subject code	BA5101
Subject name	**Economic Analysis for Business**
COURSE OUTCOMES	
CO1	students are expected to become familiar with both principles of micro and macro economics
CO2	would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy

Subject code	BA5102
Subject name	**Principles of Management**
COURSE OUTCOMES	
CO1	the students should be able to describe and discuss the elements of effective management
CO2	discuss and apply the planning, organizing and control processes
CO3	describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication
CO4	communicate effectively through both oral and written presentation

Subject code	BA5103
Subject name	**Accounting for Management**
COURSE OUTCOMES	
CO1	possess a managerial outlook at accounts.

Subject code	BA5104
Subject name	Legal Aspects of Business
COURSE OUTCOMES	
CO1	Legal insight will be established in the business practices according to the situation of changing environment.

Subject code	BA5105
Subject name	Organizational Behaviour
COURSE OUTCOMES	
CO1	students will have a better understanding of human behavior in organization.
CO2	will know the framework for managing individual and group performance

Subject code	BA5106
Subject name	Statistics for Management
COURSE OUTCOMES	
CO1	to facilitate objective solutions in business decision making under subjective conditions.

Subject code	BA5107
Subject name	**Total Quality Management**
COURSE OUTCOMES	
CO1	To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.

Subject code	BA5111
Subject name	**Spoken and Written Communication**
COURSE OUTCOMES	
CO1	Get into the habit of writing regularly
CO2	Express themselves in different genres of writing from creative to critical to factual writing.
CO3	Take part in print and online media communication
CO4	Read quite widely to acquire a style of writing and
CO5	Identify their area of strengths and weaknesses in writing.
C06	Speak confidently with any speakers of English, including native speakers.
CO7	Speak effortlessly in different contexts – informal and formal.

II - SEMESTER	

Subject code	BA5201
Subject name	Applied Operations Research
COURSE OUTCOMES	
CO1	To facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.

Subject code	BA5202
Subject name	Business Research Methods
COURSE OUTCOMES	
CO1	Students would become acquainted with the scientific methodology in business domain.
CO2	would also become analytically skillful.
CO3	become familiar with the nuances of scientific communications.

Subject code	BA5203
Subject name	Financial Management
COURSE OUTCOMES	
CO1	Possess the techniques of managing finance in an organization

Subject code	BA5204
Subject name	Human Resource Management
COURSE OUTCOMES	
CO1	Students will gain knowledge and skills needed for success as a human resources professional

Subject code	BA5205
Subject name	Operations Management
COURSE OUTCOMES	
CO1	Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.

Subject code	BA5206
Subject name	Marketing Management
COURSE OUTCOMES	
CO1	Knowledge of analytical skills in solving marketing related problems
CO2	Awareness of marketing management process

Subject code	BA5207
Subject name	Data Analysis and Business Modeling
COURSE OUTCOMES	
CO1	Knowledge of spreadsheets and data analysis software for business modeling.

III - SEMESTER	

Subject code	BA5301
Subject name	International Business Management
COURSE OUTCOMES	
CO1	Students would be familiar with global business environment, global strategic management practices and get acquainted with functional domain practices.
CO2	They would be familiar with conflicts situations and ethical issues in global business.

Subject code	BA5302
Subject name	Strategic Management
COURSE OUTCOMES	
CO1	create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organisational perspectives
CO2	development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests, information systems to learn from failure, key tools and techniques for the analysis and design of information systems, including their human and organisational as well as technical aspects.

Subject code	BA5001
Subject name	Brand Management
COURSE OUTCOMES	

CO1	Have a solid understanding of the key 'branding' concepts, methods and tools used by marketing practitioners.
CO2	Be able to more confidently engage in and contribute to 'brand building' projects, developments, and discussions.

Subject code	BA5002
Subject name	**Customer Relationship Management**
COURSE OUTCOMES	
CO1	To use strategic customer acquisition and retention techniques in CRM.
CO2	Compare different metal joining processes.
CO3	Summarize various hot working and cold working methods of metals.
CO4	Explain various sheet metal making processes.
CO5	Distinguish various methods of manufacturing plastic components.

Subject code	BA5005
Subject name	**Retail Marketing**
COURSE OUTCOMES	
CO1	To manage the retail chains and understand the retail customer's behavior

Subject code	BA5008
Subject name	**Banking Financial Services Management**
COURSE OUTCOMES	
CO1	Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks

Subject code	BA5011
Subject name	**Merchant Banking & Financial Services**
COURSE OUTCOMES	
CO1	Good knowledge on merchant banking activities

Subject code	BA5012
Subject name	**Security Analysis & Portfolio Management**
COURSE OUTCOMES	
CO1	Become a good investment analyst

Subject code	BA5014
Subject name	**Entrepreneurship Development**
COURSE OUTCOMES	
CO1	Students will gain knowledge and skills needed to run a business.

Subject code	BA5015
Subject name	**Industrial Relations & Labor Welfare**
COURSE OUTCOMES	
CO1	Students will know how to resolve industrial relations and human relations problems and promote welfare of industrial labour.

Subject code	BA5019
Subject name	**Strategic Human Resource Management**
COURSE OUTCOMES	
CO1	Students will have a better understanding of the tools and techniques used by organizations to meet current challenges.

Subject code	BA5025
Subject name	**Logistics Management**
COURSE OUTCOMES	
CO1	To enable an efficient method of moving products with optimization of time and cost.

Subject code	BA5028
Subject name	**Project Management**
COURSE OUTCOMES	
CO1	To apply project management principles in business situations to optimize resource utilization and time optimisation.

Subject code	BA5030
Subject name	**Supply Chain Management**
COURSE OUTCOMES	
CO1	Ability to build and manage a competitive supply chain using strategies, models, techniques and information technology.

Subject code	BA5020
Subject name	**Advanced Database Management System**
COURSE OUTCOMES	
CO1	Awareness of database models.
C02	Knowledge of database technologies

Subject code	BA5023
Subject name	**Software Project Management And Quality**
COURSE OUTCOMES	
CO1	Manage different phases of Software Project Management
CO2	Identify Risk and create risk mitigation plan
	Apply software quality assurance for better quality software delivery
Subject code	BA5024
Subject name	**E-business Management**
COURSE OUTCOMES	
CO1	know how to build and manage an e-business

IV - SEMESTER	
Subject code	BA5411
Subject name	**Project Work**
COURSE OUTCOMES	
CO1	able to interact with companies / functional departments of a business to understand needs, issues
CO2	arrive at research design, data collection tools
CO3	administer questionnaire
CO4	analyse data, make conclusions, recommendations based on findings