

V. S. M. COLLEGE (A): RAMACHANDRAPURAM

COURSE OUTCOMES

MBA

PERSPECTIVES OF MANAGEMENT

CO 1-Understand the Conceptual Framework of Management and how management concepts can be applied in practice.

CO 2-Analyze the process of planning and different approaches to planning.

CO 3-Identify various contingent factors which affect the elements of organizing.

CO 4-Evaluate the role of Directing in Managerial Effectiveness.

ACCOUNTING FOR MANAGEMENT

CO 1-Understand the nature and role of the four principal financial statements (i.e., the Income Statement, the Statement of Financial Position, the Statement of Cash Flows, and the Statement of Changes in Equity) ;

CO-2Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements (e.g. accrual accounting vs. cash accounting, definition, recognition, measurement and disclosure of assets, liabilities, revenues, expenses; inventory valuation methods, provisions, depreciation; accounting for intangibles);

CO-3Ability to read interpret and analyses financial statements common business management decisions such as pricing and outsourcing decisions

CO4 -Develop group work and communication skills

BUSINESS ENVIRONMENT

CO 1-Understand the business environment, factors influencing business and industrial policies which regulate and control the industrial development.

CO 2- Comprehend the structure of Indian economy and the economic systems prevailing in the world today.

CO 3- Analyze the fiscal policy which refers to the policy of the government regarding taxation, public expenditure, public debt which operate through the budget.

CO 4-Identify the direction of Indian & international trade, the bilateral and multilateral trade agreements and the export- import policies of the country.

MANAGERIAL ECONOMICS

CO 1-Understand the internal and external decisions to be made by managers

CO 2-Analyze the demand and supply conditions and assess the position of a company

CO 3- Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

CO 4-Think critically about the contribution of economics in business

MANAGERIAL COMMUNICATION SKILLS

- CO 1-Develop skills and abilities for situational thinking and problem solving through logical analysis of case situations and coherence in writing for effective communication.
- CO 2-Enhance oral presentation planning, audio visual communication and developing & displaying visual aids for effective communication.
- CO 3-Understand the importance of interviews, meetings, and ways and means of effectively conducting them.
- CO 4-Understand communication etiquettes which are to be followed in the corporate world.

ORGANIZATIONAL BEHAVIOR

- CO 1-Know about the basic concepts.
- CO 2-Measure emotions, perception, attitude, learning, etc. by using appropriate tools.
- CO 3-Understand change management, stress management, organization culture and climate and apply the same in be able to manage change, reduce stress, transform organizations, and apply the same in real life organizations.
- CO 4-Explain the impact of organizational behavior on business outcomes

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

- CO 1-Compute probabilities, applying rules and conditional probability. Construct the probability distribution of a random variable
- CO 2-Appreciate nature and scope of various decision making situations within business contexts
- CO 3-Formulate and solve deterministic models for various real-life industrial scenarios using the standard models presented in this course
- CO 4-Realize the need for mathematical tools for decision support and choose a tool to solve problem on hand.

MARKETING MANAGEMENT

- CO 1-Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.
- CO 2-Develop pricing strategies that take into account perceived value, competitive pressures and corporate objectives.
- CO 3-Develop strategies for the efficient distribution of products and services.
- CO 4-Determine strategies for developing new products and services that are consistent with evolving market needs

FINANCIAL MANAGEMENT

- CO 1-Demonstrate understanding of the **finance** function.
- CO 2-Demonstrate understanding of the goals of the **finance** manager.
- CO 3-Identify the basic **financial** environment and institutions.
- CO 4-Perform analytical reviews of **financial** results, proposals, and plans.

HUMAN RESOURCE MANAGEMENT

- CO 1-Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
- CO 2-Administer and contribute to the design and evaluation of the performance management program.
- CO 3-Develop, implement, and evaluate employee orientation, training, and development programs.
- CO 4-Facilitate and support effective employee and labour relations in both non-union and union environments.

OPERATIONS MANAGEMENT

- CO1-Identify the roles and responsibilities of operations managers in different organisational contexts
- CO2-Apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organisation
- CO3-Describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment.
- CO4-Apply the decision models to various real time problems

OPERATIONS RESEARCH

- CO1-Identify and develop operational research models from the verbal description of the real system.
- CO2-Understand the mathematical tools that are needed to solve optimization problems.
- CO3-Develop a report that describes the model and the solving technique, analyze the results and propose recommendations in language understandable to the decision-making processes in Management.
- CO4-Formulate and solve problems as networks and graphs

COMPUTER APPLICATIONS IN MANAGEMENT

- CO1-Describe the fundamentals of Information Technology (IT) infrastructure components: hardware, software, and data communications systems.
- CO2-Explain the guiding principles of professional behavior in computing.
- CO3-Demonstrate proper file management techniques to manipulate electronic files and Folders in a local and networked environment.
- CO4-Create document from a template

RESEARCH METHODOLOGY FOR MANAGEMENT

- CO1-Critically analyze research methodologies.
- CO2- To develop an understanding of various research designs and techniques.
- CO3- Develop a comprehensive research methodology for a research question.
- CO4- Apply the understanding of feasibility and practicality of research methodology for a proposed project.

ENTREPRENEURSHIP

- CO 1-Understand different methods to assess the attractiveness of business opportunities.
- CO 2-Understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process.
- CO 3-Understand the key risks and the most effective processes in bringing different types of products or services to market.
- CO 4-Able to detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths.

VUCA MANAGEMENT

- CO1-Help participants appreciate that these are volatile, uncertain and complex times that require a different level of preparedness to be successful.
- CO2-Help participants appreciate that with every passing day the market place is becoming more competitive and ambiguous and the only way to succeed is that they have to get better.
- CO3-Help participants identify what are the new traits, characteristics, skills and competencies that they will require to develop to be successful.
- CO4-Assist participants develop the above traits by a systematic development plan.

CORPORATE LEGAL FRAMEWORK

- CO1-Understand the general legal boundaries that define the regulation of business, including the general parameters of business association law, tax law, and commercial law.
- CO2-Recognize the most common forms of business associations, including partnerships, limited liability companies, and corporations.
- CO3-Understand basic commercial law principles that govern at least one of the following areas: sale of goods, creation and enforcement of security interests in personal property, or real estate transactions.
- CO4-Be able to locate sources for legal forms used in creating and managing business associations.

FINANCIAL MARKETS AND SERVICES

- CO1-The basic tradeoff between risk and (expected) return, and how it applies to various types of financial instruments: stocks, bonds, futures, options.
- CO2-The time value of money (TVM) and net present value (NPV), and their connection to the discount rate (cost of capital), and the risk premium of a financial asset.
- CO3-The two main models of asset pricing: the Capital Asset Pricing Model (CAPM) and Arbitrage Pricing Theory (APT). How do we compute the cost of capital/risk premium?
- CO4-Financial instruments: bonds, stocks, currencies, and derivatives (futures, options, swaps). How are these related to interest rates, risk hedging, speculation, or volatility?

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

- CO1-Understand the various alternatives available for investment.
- CO2-Learn to measure risk and return.
- CO3-Find the relationship between risk and return.
- CO4-Value the equities and bonds.

TAX PLANING AND MANAGEMENT

CO1-To expose the students to the latest provisions of Income Tax Act.

CO2-Provide some comparative conclusions about the relative roles and responsibilities of the various participants in the tax system.

CO3-Demonstrate clear, effective and well-reasoned analysis of specific tax problems.

CO4-To identify the Tax Planning and Assessment Procedures for Individuals, Firms and Companies.

MICRO FINANCE INSTITUTIONS

CO1-Understand the manner in which microfinance may be utilized to accelerate the expansion of local microbusinesses;

CO2-Be familiar with the process of finding loan recipients and delivering a microfinance pitch;

CO3-Be knowledgeable about the benefits and controversies of microfinance in modern economies;

CO4-Have a general understanding of measuring the effects and value of individual microloans to businesses

CONSUMER BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT

CO1-Identify and explain factors which influence consumer behavior;

CO2-Demonstrate how knowledge of consumer behavior can be applied to marketing;

CO3-Display critical thinking and problem solving skills;

CO4- Gain, evaluate and synthesize information and existing knowledge from a number of sources and experiences;

SERVICES MARKETING

On successful completion of this course, students will be able to:

CO1-Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner;

CO2-Use critical analysis to perceive service shortcomings with reference to ingredients to create service excellence;

CO3-Provide a theoretical and practical basis for assessing service performance using company examples and report on this in a professional, logical and coherent way;

CO4-Identify and discuss characteristics and challenges of managing service firms in the modern world including cultural implications;

FUNDAMENTALS IN RETAIL MANAGEMENT

CO1-Explain the central role of retail in industrialized societies, and the impact of key market/retail trends upon this sector in the local and global contexts.

CO2-Identify the key stakeholders and the roles/responsibilities of retail towards these stakeholders.

CO3-Interpret retail problems and be capable of critically evaluating and applying appropriate retail management models and theories to generate strategic and tactical solutions.

CO4-Analyze how retail managers can make informed strategic choices in relation to managing channel partners, retail form (online vs. bricks and mortar), global sourcing, and managing staff to improve strategic outcomes.

MERCHANDISE MANAGEMENT

CO1-Understand, define and grasp key terms and principals involved in the components of Merchandising.

CO2-Obtain a broad understanding of display and be able to employ strategies for making timely and attractive, profitable display decisions within retailing.

CO3-Learn processes and techniques used in the retail industry

INDUSTRIAL RELATIONS

CO1-Demonstrate descriptive knowledge of the field of industrial relations.

CO2-Apply the essential concepts of industrial relations and their interrelationship at the personal, organizational and national levels.

CO3-Recognize and consider the social, historical and equity issues within industrial relations.

CO4-Investigate solutions to industrial relations problems based on research and assessment of current practice

COMPENSATION AND WELFARE MANAGEMENT:

CO1-Design and maintain a pay system that is consistent for employees within the organization (internal consistency).

CO2-Design a pay structure that will ensure the firm is competitive with other similar firms (external competitiveness), and conduct a market survey to determine appropriate pay levels.

CO3-Identify and describe a variety of reward systems used to determine individual pay levels.

CO4- Identify and describe typical employee benefits components and systems, and describe in detail those that are legally required.

LABOUR ECONOMICS

CO1- Demonstrate an understanding of the economic principles behind the operation of the labour market;

CO2-Analyze and evaluate relevant empirical evidence on the operation of the labour market;

CO3-Demonstrate a critical understanding of recent developments in the UK and global labour markets;

CO4-Critically evaluate the effectiveness of actual and proposed government policy towards the labour market.

HUMAN RESOURCE DEVELOPMENT

CO1-Differentiate between human resource development (HRD) and other human resource management functions.

CO2-Develop skills in identifying HRD needs and in designing, implementing and evaluating HRD programs.

CO3-Explain the strategic importance of HRD in the success of organizations within the context of social and environmental pressure.

CO4-Critically analyze and evaluate contemporary HRD practices.

STRATEGIC MANAGEMENT

- CO1-Understand the basic concepts and principles of strategic management and analyze the internal and external environment of business.
- CO2-Develop and prepare organizational strategies that will be effective for the current business environment.
- CO3-Develop strategic approaches to managing a business successfully in a global context.
- CO4-Work independently and as a team member to collect and analyze information to guide your problem solving and decision making

FINANCIAL DERIVATIVES

- CO1-Understand and explain the nature of derivatives and describe the trading mechanisms and the key variables that determine their market values.
- CO2-Classify and compare the different types of derivative instruments.
- CO3-Understand and explain the financial risks facing large multinational companies.
- CO4-Identify and critically evaluate the nature and extent of a company's exposure to stock price risk, commodity price risk, currency risk, interest rate risk and credit risk.

BEHAVIORAL FINANCE

Having successfully completed this module, you will be able to demonstrate knowledge and understanding of:

- CO1-Where and how behavioral biases affect decision making in environments of uncertainty and risk;
- CO2-The core theories of Behavioral Finance and how these relate to today's business environment;
- CO3-The implications of limits to arbitrage for financial markets;
- CO4-The role of heuristics and biases in influencing asset pricing and investment behavior of others;

INTERNATIONAL FINANCIAL MANAGEMENT

- CO1-Describe the motivation and drivers behind international trade, investment, financing and dividend decisions.
- CO2-Analyze agency problems and assess corporate governance structures.
- CO3-Explain various exchange rate regimes and analyze their impact on international trade and investments.
- CO4-Describe the functions of financial markets with a particular emphasis on foreign exchange markets

STRATEGIC FINANCIAL MANAGEMENT

- CO1-Understand the impact that resource decisions have both internally and externally on an organization's performance and effectiveness.
- CO2-Be able to carry out investment appraisals and evaluate the applied approaches.
- CO3-Be able to apply cost concepts to management decision making.
- CO4-Understand the importance of risk management in strategic decision making.

FINANCING FOREIGN TRADE

CO1-Ability to learn through reflection on practice and experience.

CO2-Ability to undertake detailed research on a particular area and work with complex material.

CO3-Ability to analyse problems, identify appropriate solutions and make decisions.

CO4-Ability to work and study independently and utilize resources effectively.

FOREX MANAGEMENT

CO1-Identify foreign exchange risk management and the techniques available to small business operators for risk exposure containment;

CO2-Analyze alternative currency translation methods for settlement of goods;

CO3-Examine the organization of the Foreign Exchange Market, the Spot Market, and the Forward Market, and how the information driven in these markets can be used by small business operators in controlling and managing foreign exchange;

CO4-Be able to identify operational difficulties in financing, and settling in foreign currency, and currency forecasting

PERFORMANCE MANAGEMENT AND COUNSELLING

CO1-Design an organizations performance management process that is compliant with law and supports organizational mission and strategy.

CO2- Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems.

CO3-Employ job-related performance standards and performance indicators that reflect the employees range of responsibilities.

CO4-Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development.

STRATEGIC HUMAN RESOURCE MANAGEMENT

After studying this course, you should be able to:

CO1-Explain the scope of HRM

CO2-Understand the meaning and nature of strategic HRM

CO3-Appreciate how HR strategies are related to business strategies

CO4-Describe how HR strategies can be informed by a knowledge of labour markets and product markets locally, nationally and internationally

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

CO1-Demonstrate an understanding of key terms, theories/concepts and practices within the field of IHRM

CO2-Obtain, through elective courses, an in-depth knowledge of specific IHRM-related theories, skills and practices

CO3-Appreciate the implications of increasing globalization for the management of human resources, with particular reference to IHRM in multinational corporations

CO4-Develop and ability to undertake qualitative and quantitative research and apply this knowledge in the context of an independently constructed work (i.e. dissertation)

GROUP DYNAMICS & CHANGE MANAGEMENT

Upon successful completion of this course, the student will be able to:

CO1-Demonstrate the skills and knowledge required to successfully lead a counselling or activity group.

CO2-Understand that groups progress through developmental stages and be able to describe the stages.

CO3-Describe the characteristic roles that group members may occupy and appropriate response to group members in those roles.

CO4-Recognize that the need of a group for structure and direction varies in accordance with its stage of development and respond appropriately.

INDUSTRIAL SOCIOLOGY

CO1-It will enable students to demonstrate the different human components that make up modern industry. The student is exposed to a specialized area of sociology.

CO2-Cultivation of successful interactions among people of diverse racial and ethnic backgrounds

STRESS MANAGEMENT

CO1-Gain an understanding of what stress is and attitudes around stress

CO2-Gain insight into causes of stress in individuals & organizations

CO3-Increase own awareness of how to recognize signs of stress in self & others

CO4-Develop more strategies for handling stress *in the moment!*

SALES AND DISTRIBUTION MANAGEMENT

CO1-Recognise and demonstrate the significant responsibilities of sales person as a KEY individual.

CO2-Describe and Formulate strategies to effectively manage company's sales operations.

CO3-Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.

CO4-Illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management.

ADVERTISING AND BRAND MANAGEMENT

CO1-Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

CO2-Perform a market segmentation analysis, determine the organization's target market/audience and define the consumer behavior of each segment.

CO3-Evaluate the effectiveness of integrated advertising and marketing communications initiatives.

CO4-Develop creative solutions to address advertising and marketing communications challenges

RETAIL MARKETING MANAGEMENT

- CO1-Explain the central role of retail in industrialized societies, and the impact of key market/retail trends upon this sector in the local and global contexts.
- CO2-Identify the key stakeholders and the roles/responsibilities of retail towards these stakeholders.
- CO3-Interpret retail problems and be capable of critically evaluating and applying appropriate retail management models and theories to generate strategic and tactical solutions.
- CO4-Analyze how retail managers can make informed strategic choices in relation to managing channel partners, retail form (online vs. bricks and mortar), global sourcing, and managing staff to improve strategic outcomes.

GLOBAL MARKETING

On successful completion of this course you will:

- CO1-Have developed an understanding of major issues related to international marketing.
- CO2-Have developed skills in researching and analyzing trends in global markets and in modern Marketing practice.
- CO3-Be able to assess an organization's ability to enter and compete in international markets.
- CO4-Create a strategy for increasing survey response rates.

MARKETING RESEARCH

- CO1-Write a management decision problem and a marketing research problem, and discuss the differences between them.
- CO2-Clearly articulate the value in conducting exploratory research to define the research problem.
- CO3-Collect secondary data to refine a marketing research problem.
- CO4-Plan, conduct, and interpret a focus group.

TOURISM MARKETING

On successful completion of the course students will be able to:

- CO1-Examine and discuss the key concepts and principles of marketing as applied to destinations and the tourism experience
- CO2-Demonstrate an evaluative understanding of current issues associated with destination marketing
- CO3-Access, examine and assess the effectiveness of marketing strategies applied to tourism
- CO4-Engage in tourism and marketing research and inquiry to inform strategic decision making and problem solving