



**Department of Management  
Karnataka State Akkamahadevi Women University, Vijayapura.**

**Programme Specific Objectives and Course Objectives**

**Programme Outcomes (POs):**

At the end of the MBA programme the learner will possess the

1. **Generic and Domain Knowledge** - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.
2. **Problem Solving & Innovation** - Ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3. **Critical Thinking** - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.
4. **Effective Communication** - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
5. **Leadership and Team Work** - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. **Global Orientation and Cross-Cultural Appreciation** - Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7. **Entrepreneurship** - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
8. **Environment and Sustainability** - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
9. **Social Responsiveness and Ethics** - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
10. **Life Long Learning** – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

**Course Specific Objectives:**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Specific Objectives</b>
<b>MBA First Semester</b>		
H1.1	Principles of Management	<ul style="list-style-type: none"> <li>• CSO1: To provide a comprehensive introduction to the study of management.</li> <li>• CSO2: To familiarize students into contemporary knowledge, time tested principles, basic concepts, evolving theories and practices in the field of management. students with different tools, techniques and decision models.</li> </ul>
H1.2	Human Capital Management	<ul style="list-style-type: none"> <li>• CSO1: To help students to sensitize to various facets of managing people and to focus on the development of knowledge and skills that all managers and leaders need.</li> <li>• CSO2: To familiarize students with current human resource practices that applies to their careers regardless of their field.</li> <li>• CSO3: To facilitate the development of better understanding of human resources issues as they relate to other managerial functions.</li> </ul>
H1.3	Accounting for Managers	<ul style="list-style-type: none"> <li>• CSO1: Designed to provide a thorough understanding of the accounting concepts and methods with managerial perspective.</li> <li>• CSO2: Helps in decision making process in the total business information system.</li> </ul>
S1.4	Quantitative Analysis for Business Decisions	<ul style="list-style-type: none"> <li>• CSO1: Familiarize with the role of quantitative methods in management decision-making and to improve analytical skills.</li> <li>• CSO2: Help students to apply relevant quantitative tools in research and decision making areas of management.</li> </ul>
S1.5	Managerial Economics	<ul style="list-style-type: none"> <li>• CSO1: Familiarize the students with concepts and techniques used in Micro-Economic theory.</li> <li>• CSO2: To develop student capability to apply these concepts and techniques in making decisions pertaining to different business situations.</li> </ul>
S1.6	Managerial Communication and Skill Development	<ul style="list-style-type: none"> <li>• CSO1: To develop skills and competencies to be able to communicate effectively through the written and oral medium.</li> <li>• CSO2: The pedagogical focus of the course will be workshop based with emphasis on practice and skills development.</li> </ul>
OE1	Fundamentals of Management	<ul style="list-style-type: none"> <li>• CSO1: To make students acquaint with Fundamentals of Management.</li> </ul>

		<ul style="list-style-type: none"> <li>CSO2: To familiarize students with different tools, techniques and decision models.</li> </ul>
<b>MBA Second Semester</b>		
H2.1	Marketing Management	<ul style="list-style-type: none"> <li>CSO1: To introduce the various concepts, principles, frameworks and terms related to the function and role of marketing.</li> <li>CSO2: To make understand the impact of Macro and Micro environment on Marketing, Global Marketing.</li> </ul>
H2.2	Organisational Behaviour	<ul style="list-style-type: none"> <li>CSO1: To introduce the the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.</li> <li>CSO2: To analyze the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.</li> </ul>
H2.3	Financial Management	<ul style="list-style-type: none"> <li>CSO1: To provide an understanding of the essential elements of financial management and the financial environment.</li> <li>CSO2: Focuses on shareholder wealth maximization which encompasses much of modern corporate finance and its implication for decision making in the present context.</li> </ul>
S2.4	Operation Research	<ul style="list-style-type: none"> <li>CSO1: To understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.</li> <li>CSO2: To understand know how to use variables for formulating complex mathematical models in management science, industrial engineering and transportation science and in real life.</li> </ul>
S2.5	Business Research Methods	<ul style="list-style-type: none"> <li>CSO1: To provide understanding and learning fundamental concepts in the field of business research.</li> <li>CSO2: To equip the students with research tools to conduct research and analysis for effective decision making.</li> </ul>
S2.6	Business Environment	<ul style="list-style-type: none"> <li>CSO1: To acquaint the students with concepts and economic frameworks.</li> <li>CSO2: Helps in understanding the economic environment of an economy and also to present their usefulness for business decision making.</li> </ul>
OE2	Life Skills	<ul style="list-style-type: none"> <li>CSO1: Define and Identify different life skills required in personal and professional life.</li> <li>CSO2: Develop an awareness of the self and apply well-defined techniques to cope with emotions and stress.</li> </ul>

<b>MBA Third Semester</b>		
H3.1	Strategic Management	<ul style="list-style-type: none"> <li>• CSO1: To cover the implementation and process aspects of strategy.</li> <li>• CSO2: Focuses on the link between strategic analysis and strategic management, Interdependence of strategic analysis.</li> </ul>
S3.2	Total Quality Management	<ul style="list-style-type: none"> <li>• CSO1: To acquaint the students with the conceptualization of Total Quality.</li> <li>• CSO2: Aims to closely link management of quality with that of reliability and maintainability for total product assurance.</li> </ul>
S3.3	Innovation in Management	<ul style="list-style-type: none"> <li>• CSO1: Helps to motivate students to innovate in business by introducing basic terminology, typology of innovations.</li> <li>• CSO2: To familiarize with the impact of innovation and technology on competitiveness with innovative processes and aspects that affect it, including applicable methods and innovation management techniques.</li> </ul>
H3.4 F1	Money Banking and Finance	<ul style="list-style-type: none"> <li>• CSO1: To understand role of Banking and Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues.</li> <li>• CSO2: Examine the present status and developments that are taking place in the banking and financial services sector.</li> </ul>
H3.5 F2	Financial Services and Markets	<ul style="list-style-type: none"> <li>• CSO1: Aims to understand the role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues.</li> <li>• CSO2: Focuses on financial services sector and developing an integrated knowledge of the functional areas of financial services industry in the real world situation.</li> </ul>
H3.6 F3	International Financial Management	<ul style="list-style-type: none"> <li>• CSO1: To acquaint the students with the conceptual framework of the key decision areas in international finance.</li> <li>• CSO2: To provide an overview of the financial environment in which multinational firms operate.</li> </ul>
H3.4 H1	Labour Law & Industrial Relations	<ul style="list-style-type: none"> <li>• CSO1: Helps to acquaint the students with the basic labor laws which govern and regulate business entities and transactions.</li> <li>• CSO2: Expose students to the conceptual and practical aspects of industrial relations at the macro and micro levels.</li> </ul>
H3.5 H2	Performance Management and Counseling	<ul style="list-style-type: none"> <li>• CSO1: Helps to provide a comprehensive conceptual and practical insight in to the entire cycle of performance management.</li> </ul>

		<ul style="list-style-type: none"> <li>• CSO2: Identifying KPAs and KRAs, designing performance management system.</li> <li>• CSO3: To provide some insights to students into handling behavioral issues at work place by developing counseling skills.</li> </ul>
H3.6 H3	Effective Training and Development Strategy	<ul style="list-style-type: none"> <li>• CSO1: Provide an in-depth understanding to various stages in a training process</li> <li>• CSO2: Facilitates the students to learn some of the tools and techniques of training process.</li> </ul>
H3.4 M1	Consumer Behaviour and Brand Management	<ul style="list-style-type: none"> <li>• CSO1: Focuses on Marketing involves decision making in areas like product, pricing, branding, distribution, and promotion.</li> <li>• CSO2: To provide insight into consumer psychology with special focus on how consumers think, feel and act about marketing stimuli that marketers develop.</li> <li>• CSO3: Describes Branding context: assets and the asset, concept of value, brand and marketing metrics.</li> </ul>
H3.5 M2	Services Marketing	<ul style="list-style-type: none"> <li>• CSO1: To acquaint the participants with the unique challenges faced by service marketers and augment skills and thinking to effectively marketing of services.</li> <li>• CSO2: To emphasize on the emergence of service economy: contributory factors, consumption pattern analysis, economic transformation.</li> </ul>
H3.6 M3	Rural Marketing	<ul style="list-style-type: none"> <li>• CSO1: Understanding the complex dimensions of the business marketing by focusing on the critical elements of value offerings in rural marketing.</li> <li>• CSO2: Focuses on models and methods for design of rural marketing strategies in a business-to business context.</li> </ul>
OE3	Management and Behavioural Process	<ul style="list-style-type: none"> <li>• CSO1: Help students develop an understanding of the basic management concepts and behavioral processes in organizations.</li> <li>• CSO2: To introduce the concept of organization structure and design.</li> </ul>
<b>MBA Forth Semester</b>		
H4.1	Global Business Strategies	<ul style="list-style-type: none"> <li>• CSO1: Helps students to understand the contemporary changes in the global business environment.</li> <li>• CSO2: To familiarize with the extent of embeddedness of global business in the international institutional setting.</li> </ul>
S4.2	Entrepreneurship	<ul style="list-style-type: none"> <li>• CSO1: Provides students with a solid</li> </ul>

	Development & Project Management	<p>introduction to the entrepreneurial process of creating new businesses.</p> <ul style="list-style-type: none"> <li>• CSO2: Aim is to provide a suitable framework for gaining insight in the process of preparation, appraisal, monitoring and control of a project.</li> </ul>
S4.3	Advanced Information Technology & MIS	<ul style="list-style-type: none"> <li>• CSO1: To develop a macro-level perspective of the information technology and its potential.</li> <li>• CSO2: To help organizations create sustainable competitive advantage in respective industries.</li> </ul>
H4.4 F4	Strategic Financial Management	<ul style="list-style-type: none"> <li>• CSO1: To acquaint the students with the conceptual framework of the key decision areas in international finance.</li> <li>• CSO2: To provide an overview of the financial environment in which multinational firms operate.</li> </ul>
H4.5 F5	Security Analysis and Portfolio Management	<ul style="list-style-type: none"> <li>• CSO1: Helps to impart knowledge to the participants regarding the theory and practice of Security Analysis and Investment Decision Making Process.</li> <li>• CSO2: Introduction to Investment theory; Investment objectives, constraints and policies.</li> </ul>
H4.6 F6	Financial Derivatives and Risk Management	<ul style="list-style-type: none"> <li>• CSO1: Aims to sets up study in the field of investments related to options, futures and other derivative securities.</li> <li>• CSO2: To acquaint students with derivative securities, markets, pricing, hedging and trading strategies of derivative.</li> <li>• CSO3: To provide the skills to identify and measure risks, quantify risks and create risk response strategies to deliver decisions that meet stakeholder expectations.</li> </ul>
H4.4 H4	Global Human Resource Management	<ul style="list-style-type: none"> <li>• CSO1: Helps to sensitize students to various facets of managing people and to focus on the development of knowledge and skills that all managers and leaders need in the global scenario.</li> <li>• CSO2: Familiarize students with current global human resource practices that apply to their careers regardless of their field.</li> <li>• CSO3: To facilitate the development of better understanding of global human resources issues as they relate to other managerial functions.</li> </ul>
H4.5 H5	Strategic Talent Management	<ul style="list-style-type: none"> <li>• CSO1: Aimed at helping students gain an insight into the basic concepts and application of Talent Management in</li> </ul>

		<p>business and industry.</p> <ul style="list-style-type: none"> <li>• CSO2: To emphasize on Talent Management &amp; Talent Engineering.</li> </ul>
H4.6 H6	Compensation & Benefits	<ul style="list-style-type: none"> <li>• CSO1: Develop, amongst students, an understanding on various issues, approaches and practices of compensation management.</li> <li>• CSO2: To design, analyze and restructure reward management policies, systems and practices.</li> </ul>
H4.4 M4	International Marketing Management	<ul style="list-style-type: none"> <li>• CSO1: Introduce the students to the concepts, strategies and contemporary issues involved in the international marketing of products and services.</li> <li>• CSO2: Focuses on International Marketing Nature, Scope &amp; Concepts.</li> </ul>
H4.5 M5	Digital Marketing	<ul style="list-style-type: none"> <li>• CSO1: To introduce the students to the emerging dimensions of the internet marketing and develop suitable strategies.</li> <li>• CSO2: To leverage the potential of e-marketing for achieving organizational goals.</li> </ul>
H4.6 M6	Advertising Management	<ul style="list-style-type: none"> <li>• CSO1: Familiarize the students with the role of advertising in the in context of promoting products and services.</li> <li>• CSO2: Understanding the advertising process and key decision areas for effective management of this function.</li> </ul>
OE4	Business Communication Skills	<ul style="list-style-type: none"> <li>• CSO1: Aim of the course is to develop skills and competencies in participants to be able to communicate effectively through the written and oral medium.</li> <li>• CSO2: The pedagogical focus of the course will be workshop based with emphasis on practice and skills development.</li> </ul>