

# **SAROJINI NAIDU VANITA MAHA VIDYALYA**

## **DEPARTMENT OF BUSINESS MANAGEMENT**

### **I MISSION AND VISION OF THE DEPARTMENT**

**Name of the Department:** Department of Business Management

**Vision of the Department:** Women's Empowerment for Global Betterment

**Mission of the Department:** To motivate students and maintain environmental connectivity for Women's empowerment.

### **II PROGRAMME OUTCOMES**

**PO1:** Develop strategic thinking, leadership, research and negotiation skills.

**PO2:** Identify key issues facing a business and utilize quantitative methods to solve them.

**PO3:** Integrate tools and concepts from multiple functional areas by evaluating, integrating Ideas with ethical considerations in multicultural perspective while making business decisions.

### **III PROGRAMME SPECIFIC OUTCOMES**

#### **PSO1: FINANCE**

Students will acquire the knowledge to analyze the financial performance of an organization and apply various tools that aids in decision making. They will be able to identify the relevance of financing investing & dividend decisions and gain knowledge on various financial markets and services that impact the growth of the firm.

They will have the knowledge to analyze and understand the financial perspective of risk management in broader context, and identify the various avenues of investment in the purview of risk and return. The course leads to careers in finance, banking and insurance sectors.

#### **PSO2: HUMAN RESOURCE**

Students learn about the Labour force composition and the concept of payment and employees benefits, issues for talented employees in the organization and how they impact human resource management practices.

They also understand the HR Professional's difficulties in selecting, recruiting, placing and training the talented people. The course leads to careers in HR.

#### **PSO3: MARKETING**

After completion of MBA with marketing specializations students will be able to develop strategies for building new brands, manage new product introduction, develop strategies for customer life cycle management. They will also be able to develop strategies across promotion mix elements for a new brand or a new product. Students will be able to assess service company performance in terms of service quality and provide strategies for betterment.

## **IV COURSE OUTCOMES**

### **NAME OF THE COURSE - MBA**

#### **SEMESTER 1**

##### **CO1: (MANGEMENT AND ORGANIZATIONAL BEHAVIOUR)**

The paper helps students to understand the basics of organization and management concepts. It seeks to help the student's acquaint themselves with application of behavioral science and knowledge. It helps to the skills required at each level of management.

##### **CO2: (ACCOUNTING FOR MANAGEMENT)**

It helps the students to understand the nature of Financial Statements and learn the types of financial statements and their preparation. Students will be able to appreciate the cost concepts, financial statements and their applications to business problems, cost concept and the need of managerial decision making for controlling the business activities effectively.

##### **CO3: (MARKETING MANAGEMENT)**

Students after completing this course will be able to apply the concepts of marketing environment, marketing mix, STP, Consumer behavior theories and marketing control in live projects and real life case studies.

#### **OPEN ELECTIVE-1**

##### **Business Law and Ethics**

Students will get fundamental understanding of basic legal concepts of business. They will get knowledge about CSR & ethical issues that arises in

##### **Managerial Economics**

Students will learn about basic concepts of economics like demand & supply, production & cost and will be able to analyze real world business problems with a systematic theoretical frame work.

#### **OPEN ELECTIVE-II**

##### **IT Applications for Management**

Student will apply skills and concepts for basic use of computer hardware, software, networks and the internet in the workplace and in future course work. Students will understand about the information security and law and will be able to use E-commerce and M-commerce in Business.

##### **Business Communication**

Students will be able to learn the techniques to listen actively, increase their awareness of communication behaviors, and understand how emotions effect their ability to listen, learn to rephrase and restate for clarification, and be able to manage and encourage constructive collaboration.

## **SEMESTER –II**

### **Human resource management outcome**

Students will learn about the Labour force composition and how they impact Human resource management practices. They also understand the HR Professional's difficulties in selecting, recruiting, placing and training the talented people.

### **Financial management**

It provides students an understanding of basic financial management. It exposes the students to make investments, financing and dividend decisions. It helps students in identifying the various sources of funds and utilization of the funds in an effective manner.

### **Business Research Methods**

Students will be able to learn necessary skills and knowledge to determine the information necessary to address an identified research problem and using this understanding develop and use an actionable research proposal. The students will gain an understanding of identifying and solving a research problem using quantitative techniques.

## **OPEN ELECTIVE –III**

### **Business Process Re-engineering**

Students will be able to understand the importance of different organization processes and how they can be improved via BPR to provide and overall improvement in the organizational competence.

### **International Business**

It is anticipated that students get a bird's view of the various dimensions of doing business and/or raising funds/investing in different countries.

## **OPEN ELECTIVE-IV**

### **Total Quality Management**

Students will be able to apply the concepts of quality, quality standards, tools and techniques of TQM, and six sigma concepts in manufacturing and service sectors.

### **Startup Management**

Students will learn basic steps required to plan, start & run a business. They will get the insights of entrepreneurship and financial institutions which supports them in starting an enterprise and identifying the potential business customers.

### **Retail Management**

Students will be able to develop a full retail plan that they can use to begin a new business venture. Students will have a comprehensive view of retailing and an analysis of retail environment and they will get exposure to issues and development in industry.

## **SEMESTER-III**

### **Operations Management**

Course Outcome: It is expected that this knowledge will enable students to understand in details about products and services and communicate the same to the concerned internal and external stakeholders.

### **E-Business**

Students will be able to understand about E-business applications in today's organizations and evolutionary nature of business with the change of technology like M-Commerce and its relevance for business.

### **Operations Research**

Knowledge of OR provides exposure of wide range of problem solving techniques to managerial decision making. Students learn how use of various mathematical models enables them to arrive at optimal solution to complex problems taking into consideration constraints.

## **DISCIPLINE SPECIFIC ELECTIVE-I**

### **Financial Risk Management (Finance)**

It is expected that the students get deep understanding and appreciate how financial derivatives help both financial and non-financial companies in sustaining and growing in ever changing world.

### **Compensation Management (HR)**

Students learn about the concepts of HR, difficulties of HR professional in job designing, they get the benefit of learning the concepts of payment and employee benefits, issues for talented employees in the organization. They learn to analyze the process of selection and recruitment

## **DISCIPLINE SPECIFIC ELECTIVE-II**

### **International Finance (Finance)**

It helps to understand the detail analysis of international financial systems and international taxation. It provides an overview of structure of financial foreign exchange market in India and highlights the regulatory changes and innovation.

### **Organizational Development (HR)**

Students will get the knowledge necessary to understand and practice organization development within contemporary organizations. Students will understand the models and the interventions to effectively implement them in bringing change w.r.t to individual, team and organization. They will learn to redesign the organizational structure.

### **Innovation Management**

Students will develop an ability to design innovation strategies and they can successfully take advantage of innovation opportunities. They will also learn how to evaluate different options, formulate and develop strategy and assess and resolve managerial challenges.

## **SEMESTER –IV**

### **Strategic Management**

Students will be able to analyze the internal and external environments of the businesses and implications to forecast changes and they can also learn about the factors involved in strategy making and its process.

### **Business Intelligence**

Students will be able to understand the basic concepts of Business Intelligence like tools, applications and methodologies which enable organizations to collect data from both external and internal environments in order to create insightful and actionable business information to support business decisions.

### **Supply Chain Management**

Students will learn to apply the knowledge to evaluate and manage an effective supply chain, to understand the foundational role of logistics as it relates to transportation and warehousing, they will know how to align the management of supply chain with corporate goals and strategies, and how to use IT in Supply chain.

## **DISCIPLINE SPECIFIC ELECTIVE-III**

### **Investment Management (Finance)**

Course equips the students to understand the various avenues of investment and build portfolios and evaluate mutual fund returns and their by advise best investment instrument. This course could lead to careers in stock broking and mutual funds industry.

### **Performance Management (HR)**

Students will have clarity about job responsibilities and expectations. They will get the knowledge to enhance individual and group productivity. They will focus on setting clear performance objectives and expectations through the use of results actions & behavior.

## **DISCIPLINE SPECIFIC ELECTIVE-IV**

### **Banking & Insurance (Finance)**

The students will be able to identify the new products and services in banking and insurance industry. It equips the students about new regulatory changes and innovations in banking and insurance sector. It prepares student to take up careers in banking and insurance industry.

### **Talent & Knowledge Management (HR)**

Students will learn the importance of the concepts relating to talent hunt and maintenance of knowledge in the organization. Students will learn to analyze the process relating to selecting and retaining the talent and methods in maintaining the knowledge within the organization.