



**TILAK MAHARASHTRA VIDYAPEETH
DEPARTMENT OF MANAGEMENT**

MASTER OF BUSINESS ADMINISTRATION (MBA)

PROGRAMME OUTCOMES

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COURSE OUTCOMES

PROGRAMME OUTCOMES:

PO1: Demonstrate and apply the knowledge of Management science: Ability to express, demonstrate, analyze, create and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.

PO2: Think critically to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.

PO3: Enhance verbal, written, and interpersonal communication skills, as well as negotiation techniques, to effectively engage with stakeholders.

PO4: Utilize relevant IT tools for business analysis and decision-making..

PO5: Apply quantitative and qualitative analytical techniques to make data-driven decisions for improving organizational performance.

PO6: Apply leadership skills to work effectively in a team and function effectively as an individual, as a member or leader in diverse teams in multidisciplinary business settings.

PO7: Social Awareness and Moral & Values - Apply and display ethical principles and commit to professional ethics and responsibilities and act with integrity.

PO8: Engage in independent and life-long learning and take up challenging assignments for self development.

PO9: Identify new business opportunities and innovate at the workplace.

PO10: Cultivate a mindset for continuous learning and professional growth, adapting to changing business environments and emerging trends.

PO11: Inculcating human values to foster respect, empathy, integrity, and social responsibility to contribute positively to society and promote fairness in business practices.

PO12: Evaluate the ethical implications of business decisions and practices.

COURSE OUTCOMES

SEMESTER- I

Subject Code: MBA-101
Subject Name: Principles of Management
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOME:

By the end of the course, students will be able to understand:

CO1: Understand fundamental concepts and principles of management including roles, skills and functions of management.

CO2: Identify and Analyze the Core Functions and Skills in Management

CO3: Understand and Apply the Principles of Planning and Decision-Making

CO4: Evaluate Different Management Theories

Subject Code: MBA-102
Subject Name: Managerial Economics
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOME:

By the end of the course, students will be able to understand:

CO1: Understand fundamental economic concepts such as demand and supply, elasticity, and market structures, and discuss their relevance in business decision-making.

CO2: Utilize economic models to analyze real-world market scenarios, evaluating how various economic forces influence managerial decisions.

CO3: Examine the impacts of economic policies, inflation, and fiscal and monetary measures on business operations, providing insights into effective strategic planning.

CO4: Assess the implications of international trade policies and economic fluctuations on global and local markets, and recommend strategies for competitive advantage.

Subject Code: MBA-103
Subject Name: Introduction to Management Accounting
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOME:

By the end of the course, students will be able to understand:

CO1: Explain the fundamental concepts, principles, and purposes of management accounting.

CO2: Analyze financial statements to interpret and assess the financial health of an organization.

CO3: Apply various costing techniques (such as job costing, process costing, and activity-based costing) to determine the cost of products and services.

CO4: Evaluate budgeting techniques and financial planning methods to support managerial decision-making processes.

CO5: Develop and recommend cost-control strategies and management accounting solutions to improve organizational performance.

Subject Code: MBA-104

Subject Name: Statistical & Quantitative Methods

No of Hours: 3 hours per week

Core / Elective: Core

Credits: 03

COURSE OUTCOMES:

Upon completion of this course, students will be able to:

CO1: Utilize statistical concepts to describe and summarize data, drawing meaningful insights for business decision-making.

CO2: Formulate hypotheses, conduct hypothesis tests, and interpret results to support decision-making processes.

CO3: Apply regression analysis to model relationships between variables and make predictions in a business context.

CO4: Apply quantitative methods such as linear programming and decision trees to optimize business decision-making processes.

CO5: Utilize various forecasting techniques to predict future trends, helping organizations prepare for and adapt to changing market conditions.

Subject Code: MBA-105

Subject Name: Organisational Behaviour

No of Hours: 3 hours per week

Core / Elective: Core

Credits: 03

COURSE OUTCOMES:

Upon completion of this course, students will be able to:

CO1: Understand the fundamental concepts of Organizational Behaviour.

CO2: Evaluate the role of perception in organizational settings.

CO3: Analyze motivational theories and their application in the workplace.

CO4: Examine group behavior and its dynamics in organizations.

CO5: Assess the role of personality in influencing organizational behavior.

Subject Code: MBA-106
Subject Name: Basics of Computers & Information Technology
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOMES:

Upon completion of this course, students will be able to:

CO1: Develop proficiency in Microsoft Word for creating and formatting business documents, reports, and letters.

CO2: Acquire practical skills in Microsoft Excel for data management, analysis, and basic financial modeling.

CO3: Master Microsoft PowerPoint for creating engaging and impactful presentations to convey business ideas effectively.

CO4: Apply the knowledge gained to enhance productivity, communication, and problem-solving in various business scenarios

Subject Code: MBA-107
Subject Name: Communication Skills.
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOMES:

Upon completion of this course, students will be able to:

CO1: Understand the fundamental concepts and theories of communication, including types and elements of effective communication.

CO2: Identify and differentiate between verbal and non-verbal communication skills and their impact on interpersonal relationships in a professional setting.

CO3: Apply appropriate communication techniques for various business contexts, including formal presentations, written reports, and emails.

CO4: Develop and demonstrate active listening skills and empathetic responses to enhance team collaboration and conflict resolution.

CO5: Critically evaluate and improve personal communication strategies, adapting to audience needs and contextual requirements for effective professional interactions.

Subject Code: MBA-108-A
Subject Name: Japanese
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOMES:

Upon completion of this course, students will be able to:

CO1: Identify and reproduce Japanese alphabets (Hiragana) and basic vocabulary

CO2: Apply basic conversation skills for everyday interactions

CO3: Describe family members and relationships using appropriate Japanese vocabulary

CO4: Distinguish and use vocabulary for colors in descriptive contexts

CO5: Demonstrate appropriate greetings for different times of the day and occasions in Japanese

Subject Code: MBA-108-B
Subject Name: German
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOMES:

Upon completion of this course, students will be able to:

CO1: Recognize and accurately pronounce German alphabets and numbers up to 100.

CO2: Apply German vocabulary and grammar structures to introduce oneself, including name, address, email, and phone number.

CO3: Identify and use German terms for days, months, and seasons, and apply them in daily life contexts.

CO4: Form and respond to basic conversational questions in German to initiate simple dialogues, demonstrating comprehension of question structures and appropriate responses.

SEMESTER- II

Subject Code: MBA 201
Subject Name: Business Research Methodology
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOMES:

Upon completion of this course the student should be able to:

CO1: Clearly identify and analyze business environment problems

CO2: Find out appropriate effective ways to answer those identified problems.

CO3: Understand and apply the major types of research designs

CO4: Formulate clearly defined research questions and analyze and summaries key issues and themes from existing literature.

CO5: To evaluate and conduct research and understand the ethical issues associated with the conduct of research.

Subject Code: MBA 202
Subject Name: Marketing Management

Core / Elective: Core
Credits: 03

No of Hours: 3 hours per week

COURSE OUTCOMES:

At the end of the course, students will be able to:

CO1: Understand the concept, nature, scope, and importance of marketing

CO2: Analyze product decisions encompassing product concepts, classifications, product mix, product line strategies, product life cycle, and new product development.

CO3: Assess pricing decisions by examining pricing objectives, factors influencing price determination, pricing policies, methods, strategies, and responses to price changes.

CO4: Examine distribution channels and physical distribution decisions

CO5: Explore promotion decisions through an understanding of the promotion mix in detail.

Subject Code: MBA 203

Subject Name: Human Resource Management

No of Hours: 3 hours per week

Core / Elective: Core

Credits: 03

COURSE OUTCOMES:

At the end of the course, students will be able to:

CO1: Understand and Analyze Core HR Functions

CO2: Apply HR Strategies in Organizational Settings

CO3: Evaluate the Impact of HR Practices on Organizational Performance

CO4: Develop Solutions for HR Issues Using Analytical Techniques

Subject Code: MBA 204

Subject Name: Financial Management

No of Hours: 3 hours per week

Core / Elective: Core

Credits: 03

COURSE OUTCOMES:

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

CO1: Relate the basic concepts related to Financial Management

CO2: Interpret all the required calculations through relevant numerical problems.

CO3: Analyze the business situation

CO4: Evaluate effect of business decisions on Financial Statements, Working Capital, Capital Structure etc.

CO5: Create Capital Budgeting of the firm

Subject Code: MBA 205
Subject Name: Legal Aspects of Business
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOMES:

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

- CO1: CO1: Develop an Understanding of Business Laws
 - CO2: Apply Legal Frameworks in Business Decision-Making
 - CO3: Analyze Legal Issues in Business Transactions
 - CO4: Understand the Regulatory Environment of Business
 - CO5: Evaluate the Role of Technology in Business Law
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Subject Code: MBA 206
Subject Name: Basic Concepts in Supply Chain & Logistics Management
Credits: 03
per week

Core / Elective: Core
No of Hours: 3 hours

COURSE OUTCOMES:

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

- CO1. Demonstrate a clear understanding of the key concepts applied in logistics and supply chain management.
 - CO2. To highlight the importance of all activities of the supply chain and an understanding of concepts like inbound and outbound logistics, 3PL and 4PL, etc.
 - CO3. To develop skills for planning, designing the operational facilities of supply chain with the analytical and critical understanding.
 - CO4. Demonstrate effective application capabilities of their conceptual understanding to the real world business situations.
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Subject Code: MBA 207
Subject Name: Soft Skills
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOMES:

After completion of the course, student will be able to:

- CO1: Understand the concept of soft skills and hard skills
- CO2: Understand how they should communicate effectively
- CO3: Understand time management, conflict handling, problem solving, etc.

CO4: Become aware of the basics of presentation skills and how they could use them

Subject Code: MBA 208-A
Subject Name: Japanese-II
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOMES:

After completion of the course, student will be able to:

CO1: Demonstrate the ability to introduce oneself in Japanese, recognize and write Hiragana characters, and use basic vocabulary and grammar structures to form simple sentences.

CO2: Apply foundational Japanese grammar rules and expand vocabulary to construct meaningful sentences, with a focus on the use of Hiragana and basic expressions in daily communication.

CO3: Develop proficiency in using essential Japanese grammar and vocabulary from Chapter 2, enabling students to form more complex sentences and express basic thoughts and needs in written and spoken Japanese.

CO4: Utilize Japanese grammar and vocabulary from Chapters 3 and 4 to engage in basic communication, including greetings, requests, and exchanges, while demonstrating a growing understanding of Japanese sentence structures and appropriate usage in various contexts.

Subject Code: MBA 208-B
Subject Name: German-II
No of Hours: 3 hours per week

Core / Elective: Core
Credits: 03

COURSE OUTCOMES:

After completion of the course, student will be able to:

CO1: Develop the ability to conduct a self-introduction and participate effectively in an interview setting in German, demonstrating understanding of basic conversation skills and cultural nuances related to professional interactions.

CO2: Gain proficiency in understanding and using German numerical expressions, including comprehension and pronunciation of numbers up to 2 billion, for accurate communication in both personal and professional contexts.

CO3: Acquire the skill to accurately complete personal details on forms in German, ensuring clarity and correctness in documentation for official and professional purposes.

CO4: Enhance conversational skills in German for effective communication in an HR office setting and during interactions with colleagues, focusing on common workplace scenarios, professional etiquette, and social exchanges.

CO5: Develop the ability to understand and compose work-related emails in German, including writing and interpreting emails about job offers, new roles, and professional updates, with a focus on clarity, formal language, and tone.

SEMESTER- III

Subject Code: MBA 301

Subject Name: Entrepreneurship Development

Credits: 03

Core / Elective: Core

No of Hours: 3 hours per week

COURSE OUTCOMES:

After completion of the course, student will be able to:

CO1: Understand the fundamentals of entrepreneurship

CO2: Analyze and evaluate business opportunities

CO3: Develop a business plan

CO4: Explore funding options for startups

CO5: Apply entrepreneurial strategies for sustainable business growth

Subject Code: MBA 302

Subject Name: Management Information System

Credits: 03

Core / Elective: Core

No of Hours: 3 hours per week

COURSE OUTCOMES:

After completion of the course, student will be able to:

CO1: Acquaint themselves with the idea of management information systems

CO2: Become aware about the relevance of having systems development as a part of the subject.

CO3: Understand how information technology plays a role in an organization.

CO4: Learn the challenges which one faces while dealing with management information system.

Subject Code: MBA 303

Subject Name: Project (Internship)

COURSE OUTCOMES:

After completion of the course, student will be able to:

CO1: Demonstrate the ability to apply key management theories, concepts, and frameworks in a real-world business environment.

CO2: Develop their professional skills by interacting with clients, teams, and stakeholders in a corporate setting.

CO3: Analyse business problems critically, identify key issues, and design strategic solutions that align with organizational goals.

CO4: Integrate theoretical knowledge from their MBA coursework with practical experience in their chosen industry, gaining insights into the dynamics of the business world.

Subject Code: MMM 304

Core / Elective: Core

Subject Name: Advertising and Sales Promotion

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOME:

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

CO1: To define the role advertising and sales promotion in marketing mix.

CO2: To demonstrate a working knowledge of application of advertising and media strategies, use of electronic media, outdoor media, print media, sales promotions, specialty advertising.

CO3: To understand the communication process of advertising.

CO4: To identify the social, ethical and legal responsibilities of advertising

Subject Code: MMM 305

Core / Elective: Core

Subject Name: Retail Management

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOME:

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

CO1: Understand the Fundamentals of Retail Management.

CO2: Analyze Retail Strategies and Trends.

CO3: Apply Retail Management Concepts in Real-World Scenarios.

CO4: Evaluate Retail Performance and Customer Experience.

Subject Code: MMM 306
Subject Name: Consumer Behaviour
Credits: 03

Core / Elective: Core
No of Hours: 3 hours per week

Course Outcomes:

By the end of the course, students will be able:

- CO1: Understand the Foundations of Consumer Behavior.
 - CO2: Analyze Psychological and Sociological Influences on Consumer Behavior.
 - CO3: Understand and evaluate Consumer Decision-Making Processes.
 - CO4: Apply Consumer Behavior Insights to Marketing Strategies.
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Subject Code: MMM 307
Subject Name: International Marketing
Credits: 03

Core / Elective: Core
No of Hours: 3 hours per week

COURSE OUTCOMES:

By the end of this course, students should be able to:

- CO1: Analyze the environmental variables that influence international marketing;
 - CO2: Describe the strategies and tactics that can lead to successful international marketing given those environmental constraints.
 - CO3: Discuss the more typical management decisions and problems faced, highlighting those peculiar to the international arena.
 - CO4: Understand how managers perform the functional tasks that constitute international marketing.
 - CO5: Analyze a real-world case study involving international marketing issues and provide recommendations and /or solutions.
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Subject Code: MFM 304
Subject Name: Advance Financial Management
Credits: 03

Core / Elective: Core
No of Hours: 3 hours per week

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand the fundamentals and scope of financial management, organizational goals, financial resource management, and risk assessment tools including ratio analysis.

CO2: Apply corporate finance concepts such as capital budgeting, financial statement analysis, working capital management, and capital investment monitoring to make informed financial decisions.

CO3: Analyze advanced investment appraisal techniques including NPV, IRR, discounted cash flow, and option pricing theory, as well as understand the impact of financing on investment decisions and international finance.

CO4: Evaluate business reorganization, mergers and acquisitions, financial reconstruction, and sustainability in financial management while advising senior management on ethical financial policies and governance issues.

Subject Code: MFM 305

Subject Name: Security Analysis and Portfolio Management

Credits: 03

Core / Elective: Core

No of Hours: 3 hours per week

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand and differentiate between various investment categories and avenues, the investment process, and the roles of speculation and investment in securities.

CO2: Analyze and evaluate various capital market instruments, including equity, debt, options, and futures, within the primary and secondary markets.

CO3: Assess risk and return in securities, applying tools like Beta and other risk management techniques to calculate expected return and understand contemporary risk models.

CO4: Develop and optimize investment portfolios by applying the principles of diversification, risk-return trade-offs, and portfolio theories such as Sharpe's and CAPM, ensuring optimal allocation for risk-averse investors.

Subject Code: MFM 306

Subject Name: Risk Management

Credits: 03

Core / Elective: Core

No of Hours: 3 hours per week

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand the fundamental principles and concepts of risk management.

CO2: Analyze and measure the impact of risk and volatility in financial and business environments.

CO3: Assess and manage risks in banking environments, with an emphasis on regulatory compliance and risk mitigation.

CO4: Design and implement risk management strategies for enterprises, with a focus on credit risk management.

Subject Code: MFM 307

Core / Elective: Elective

Subject Name: International Financial Management

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand the fundamentals of international finance and its importance in the global financial system.

CO2: Analyze the factors influencing exchange rate determination and evaluate various models of exchange rate behavior.

CO3: Examine the structure and functioning of the international monetary system, including its impact on global financial stability and economic policies.

CO4: Evaluate the role of currency derivatives in hedging exchange rate risk and managing financial risks for multinational organizations and international projects.

Subject Code: MHRM 304

Core / Elective: Elective

Subject Name: Training and Development

No of Hours: 3 hours per week

Credits: 03

Subject Code: MHRM 305

Core / Elective: Elective

Subject Name: Performance Management

No of Hours: 3 hours per week

Credits: 03

Subject Code: MHRM 306

Core / Elective: Elective

Subject Name: Labour Laws and Industrial Relations

No of Hours: 3 hours per week

Credits: 03

Subject Code: MHRM 307 **Core / Elective:** Elective
Subject Name: Strategic Human Resource Management **No of Hours:** 3 hours per week
Credits: 03

Subject Code: MBA 308-A **Core / Elective:** Elective
Subject Name: Japanese-III **No of Hours:** 3 hours per week
Credits: 03

Subject Code: MBA 308- B **Core / Elective:** Elective
Subject Name: German-III **No of Hours:** 3 hours per week
Credits: 03