



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:

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

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

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

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

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

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