

Easwari Engineering College (Autonomous)
Department of Management Studies
PEO,PO,PSO,CO

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) :

MBA programme curriculum is designed to prepare the post graduate student

- I. To have a thorough understanding of the core aspects of the business.
- II. To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- III. To prepare them to have a holistic approach towards management functions.
- IV. To inspire and make them practice ethical standards in business.

PROGRAMME OUTCOMES (POs):

On successful completion of the programme,

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.

3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.

4. Ability to upgrade their professional and managerial skills in their workplace.

5. Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.

6. Ability to take up challenging assignments.
7. Ability to understand one's own ability to set achievable targets and complete them.
8. Ability to pursue lifelong learning.
9. To have a fulfilling business career.

PROGRAM SPECIFIC OUTCOMES:

PSO1: Application of multidisciplinary knowledge comprising of finance, operations, system, marketing and human resources management to integrate business projects.

PSO2: Usage of business metrics to evaluate business projects to develop growth strategies.

PSO3: Empower the students to innovate and execute the business idea during the challenging business situations.

COURSE OUTCOMES

Anna Univ Code:	BA5101
Course Name:	Economics Analysis for Business
Course Outcome Number	Course Outcome Statement
C101.1	To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant to managing an organization; to describe principles of macroeconomics to have the understanding of economic environment of business.
C101.2	To understand the basic forces of supply and demand and explore the underlying 2resenta of the two fundamental decision making units in the economy , households and firms . In addition production function and cost function will be learnt.
C101.3	To learn the 2resenta of firms in different markets. It explains the process of examining the equilibrium condition of individual firm and for the whole market.
C101.4	To learn about the major macroeconomic indicators of a country. It discusses about the different forces interacting to determine overall economic activity.
C101.5	To know about money market and the forces determining the demand and supply of money. Also to learn about inflation and its determinates
Anna Univ Code:	BA5102
Course Name:	Principles of Management
Course Outcome Number	Course Outcome Statement
C102.1	The students will be aware of management process, functions, factors leading to changes in management thought & strategies for globalization.

C102.2	The students will know the different types of plans, how to plan & various decision making techniques.
C102.3	At the end of this unit the students will know about organizing –using the appropriate organization structure & factors influencing organization structures.
C102.4	At the end of this unit the students will know the importance of business communication.
C102.5	The Students will know the various control techniques to improve the performance.
Anna Univ Code:	BA5103
Course Name:	Accounting for Finance Management
Course Outcome Number	Course Outcome Statement
C103.1	To impart knowledge in accounts.
C103.2	To make them understand the fundamentals of financial accounting.
C103.3	To give more inputs in respect of corporate accounting.
C103.4	To make understand and analyze the financial statements.
C103.5	To know briefly about cost accounting and systems.
Anna Univ Code:	BA5104
Course Name:	Legal Aspects of Business
Course Outcome Number	Course Outcome Statement

C104.1	The students will able to know more about contract agreements sale agreements and also negotiation of documents.
C104.2	The students will able to know the formation of company and also the relevant documents required in this purpose.
C104.3	The students will able to know the various provision connected with regulation of factories and also the various provisions relating to workmen compensation welfare.
C104.4	The students will able to know the computation of Income tax and also Sales tax and provision relating tax planning through GST
C104.5	The students will able to know more about consumer Rights, Grievance mechanisms and also the Laws pertaining to cybercrimes.
Anna Univ Code:	BA5105
Course Name:	Organizational Behaviour
Course Outcome Number	Course Outcome Statement
C105.1	To introduce the students on the approaches and the need to understand for organization management.
C105.2	To give a detailed perceptive on the individual behavior and its role in organizational effectiveness. The students are exposed to various psychological concepts and understanding in this unit.
C105.3	The students are introduced to the social psychology and the role of organization structure, team and groups in decision making.
C105.4	The students are exposed to various leadership styles and its implication. Moreover, the students will also be exposed to the power and politics in organization.
C105.5	To understand the change process and its interventions strategies adopted.

Anna Univ Code:	BA5106
Course Name:	Statistics for Managerial decisions
Course Outcome Number	Course Outcome Statement
C106.1	The students understand the basic notions of probability towards applying to real life problems involving random outcomes. To understand the standard distribution with applications to real life problems.
C106.2	The students learn sampling techniques and sampling distributions with their applications to point and interval estimates. The application of central limit theorem is explored.
C106.3	The students are able to understand the sampling test for means and proportions for small and large samples and F test for standard deviations, one way and two way analysis of variance with the applications.
C106.4	The students are able to understand the concepts of non-parametric test with their applications
C106.5	The students are able to understand the correlation and regression analysis
Anna Univ Code:	BA5107
Course Name:	Total Quality management
Course Outcome Number	Course Outcome Statement
C107.1	The student will understand the concept and importance of quality and how the different dimensions of quality enable the organization to fulfill the needs and expectations of the customer.

C107.2	The student will be able to appreciate the contributions of the quality gurus and how the Japanese tools are used to approach and solve the problem.
C107.3	The student will understand the construction and usage of control charts and how BPR is used in the analysis and redesign of workflows.
C107.4	The student can understand the structured approach to defining customer needs or requirements and translating them into specific plans to produce products to meet those needs using the different management tools.
C107.5	The student can understand the various quality management systems and how an presentation can sustain the success by means of quality management.
Anna Univ Code:	BA5111
Course Name:	Business Communication for Managers
Course Outcome Number	Course Outcome Statement
C108.1	Students's communication skills will be improved and their Inter-personal Relationships will also be enhanced
C108.2	Students employability skills of the students will bw improved through GD, Interview activities and stress management skills
C108.3	Students will know how to prepare minutes of meeting in their work place, different kinds of reports and also make effective presentation
C108.4	Students can equip themselves to publish articles, preparing abstract, and chapterisation of dissertation
C108.5	Students can analyze case studies, preparing their own travel documentary, write for media
Anna Univ Code:	BA5111
Course Name:	Written Communications

Course Outcome Number	Course Outcome Statement
C111.1	Students's communication skills will be improved and their Inter-personal Relationships will also be enhanced
C111.2	Students employability skills of the students will bw improved through GD, Interview activities and stress management skills
C111.3	Students will know how to prepare minutes of meeting in their work place, different kinds of reports and also make effective presentation
C111.4	Students can equip themselves to publish articles, preparing abstract, and chapterisation of dissertation
C111.5	Students can analyze case studies, preparing their own travel documentary, write for media
Anna Univ Code:	BA5201
Course Name:	Applied Operations Research
Course Outcome Number	Course Outcome Statement
C201.1	The students would have understood the concepts of optimizing the basic variables. That is to produce maximum profit to the concern and to minimize the Labour cost.
C201.2	The Students would be able to apply the concept of optimization to produce maximum profit to the concern and to minimize the Labour cost of the concern.
C201.3	The students have gained knowledge of techniques in optimizing the Transportation and Assignment cost.
C201.4	The students are able to investigate problems on Integer Programming and Game theory.
C201.5	To facilitate to obtain quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.

Anna Univ Code:	BA5202
Course Name:	Business research Methods
Course Outcome Number	Course Outcome Statement
C202.1	Students will be imparted about basic concepts of research methods.
C202.2	Students would become acquainted with the scientific methodology in business domain and also become analytically skillful.
C202.3	Students would become familiar with the tools used for data collection of research.
C202.4	Students would become familiar with data preparation, editing, coding, data entry, validity of data, data analyses, statistical techniques, factor analysis & application of statistical software for data analysis.
C202.5	Students would become familiar with skills for scientific communication through report writing, ethics in research and subjectivity and objectivity in research.
Anna Univ Code:	BA5203
Course Name:	Finance Management
Course Outcome Number	Course Outcome Statement
C203.1	To provide the students with an understanding of the various functions performed by a finance function along with an understanding of basic concepts of finance such as time value of money, valuation which is necessary for a finance professional.

C203.2	To understand the importance of capital budgeting decisions to a company and the different techniques used to evaluate capital budgeting decisions.
C203.3	To understand the concept of leverage and to learn the need for optimal mix of debt & equity for a particular concern.
C203.4	To understand the need for working capital management and the techniques for optimal utilization of working capital
C203.5	To provide the students with an understanding of the various functions performed by a finance function along with an understanding of basic concepts of finance such as time value of money, valuation which is necessary for a finance professional.
Anna Univ Code:	BA5204
Course Name:	Human Resource Management
Course Outcome Number	Course Outcome Statement
C204.1	The students will know the role played by HR in achievement of organizational objectives as well as the current developments & challenges for HR
C204.2	The students will know the techniques of HR Planning, Recruitment, Selection & induction.
C204.3	The students will know the techniques of Training & Development. They will also know the need for training. The students will know how to manage knowledge in presentation set up
C204.4	The students will know the factors motivating employees & the various incentives that can be provided to motivate & retain them.
C204.5	The students will know the methods of appraising performance of employees & also know the merits & demerits of each method. They will also know grievance handling methods.
Anna Univ Code:	BA5205

Course Name:	Information Management
Course Outcome Number	Course Outcome Statement
C205.1	To understand the importance of information and information technology in business.
C205.2	To know the technologies and methods used for effective decision making in an organization.
C205.3	Makes students to understand the concepts and terminologies used in Database Management Systems, SQL, Concurrency Management and the extended part of data storage technology, Data Warehousing.
C205.4	Students are made to understand with basic concepts of testing and identify the ethical, social and security issues in information systems and controlling mechanisms.
C205.5	Identifies the better processes for developing and implementing information systems in business environments and knowledge about cloud computing and pervasive computing
Anna Univ Code:	BA5206
Course Name:	Operations Management
Course Outcome Number	Course Outcome Statement
C206.1	The students will gain knowledge on the fundamental concepts of Operations Management.
C206.2	The best forecasting method is determined and feasible facility planning is analysed based on the process in the operations Management.

C206.3	New ideas are generated for designing the products & services by the students.
C206.4	The suitable control technique in stores, Inventory and vendor management is adopted for the production is identified
C206.5	The scheduling techniques applied in the operations were learnt by the students.
Anna Univ Code:	BA5207
Course Name:	Marketing Management
Course Outcome Number	Course Outcome Statement
C207.1	This course will enable the students to explore the basics of marketing
C207.2	To identify Marketing strategies for the changing business environment
C207.3	To know how market segmentation plays a major role to effectively achieve the objectives of the corporate firm
C207.4	To understand the current trends in market research.
C207.5	To understand the overall Marketing Activities/Programme
Anna Univ Code:	BA5211
Course Name:	Data Analysis & Business Modeling Lab
Course Outcome Number	Course Outcome Statement

C211.1	Students's will know to work on Microsoft office Excel using statistical data required for business analysis
C211.2	Students can process data through SPSS by assigning properties to different variables and interpret data with various statistical functions
C211.3	Students will know how to use TORA students & find feasible solutions for the given constraints.
C211.4	Students will know decision making techniques including finding portfolio, risk and sensitivity analysis in financial management
C211.5	Students will know the practical applications of Statistkical tools and techniques.

Anna Univ Code:	BA5301
Course Name:	International Business Management
Course Outcome Number	Course Outcome Statement
C301.1	Students would be familiar with global business environment, global strategic management practices and get acquainted with functional domain practices. They would be familiar with conflicts situations and ethical issues in global business.
C301.2	Students would understand various the international trade theories & trade agreements and the role of RTB's across the globe
C301.3	Students will know the different forms of international business, structures and process of controlling international bus
C301.4	Students will have an awareness of the different supply chain strategies and techniques of investment decisions in international business

C301.5	Students will understand the need for ethics in dealing with international business & the methods of resolving conflicts that may arise in them
Anna Univ Code:	BA5302
Course Name:	Strategic Management
Course Outcome Number	Course Outcome Statement
C302.1	Knowledge on the initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments. Specifying the organization's mission, vision and objectives, developing policies and plans to understand the analysis and implementation of strategic management in strategic business units.
C302.2	Awareness of the process of strategic management
C302.3	Knowledge of the impact of environment on the strategy implementation and the source of competitive advantage.
C302.4	Knowledge of various business, corporate & business strategies that can be adopted by corporate.
C302.5	Knowledge of processes involved in implementing strategy & methods of resolving conflicts.
Anna Univ Code:	BA5001
Course Name:	Brand Management
Course Outcome Number	Course Outcome Statement
C303.1	The students understand the Branding Concepts and develop their marketing skills.
C303.2	To develop various Branding Strategies used for the business based on competition.

C303.3	To analyze the best brand communication Method and its impact among the customers
C303.4	To students can identify the factors for Extension and Re-Branding.
C303.5	To learn the Brand Equity and Evaluate the performance of various Brands.
Anna Univ Code:	BA5005
Course Name:	Retail Marketing
Course Outcome Number	Course Outcome Statement
C304.1	Students can face the challenging retail environment and make retail market decision process.
C304.2	Students can focus on various types of retail formats which evolved over the past years which influenced by social and economic development
C304.3	Students become familiar with the various factors that are important in the decision making process.
C304.4	Students become aware of the necessity of managing visual merchandise, space, inventory and promotions.
C304.5	Students will explore more ideas on the shopper profiling and shopping behavior decision making.
Anna Univ Code:	BA5006
Course Name:	Service Marketing
Course Outcome Number	Course Outcome Statement
C305.1	Tomake students to understand the evolution, growth, challenges and the characteristics of services marketing

C305.2	To learn the service marketing opportunities in terms of marketing mix and STP
C305.3	To understand the service design, development, identifying gap and measurement of services.
C305.4	To comprehend Service delivery system using various channels and how it is communicate to customers using Integrated services marketing communication.
C305.5	To explore the Service Marketing Strategies for various Service Sectors.
Anna Univ Code:	BA5008
Course Name:	Banking Financial Services Management
Course Outcome Number	Course Outcome Statement
C311.1	To provide a basic introduction and understanding about Indian Banking System.
C311.2	To provide an overview about the sources and applications of Bank Fund.
C311.3	To teach the students about Credit Monitoring and Risk Management in Banking and Financial Services.
C311.4	To provide basic understanding about Mergers, Diversification and Performance Evaluation.
C311.5	To provide an overview about E Banking and Technology upgradation in Banking.
Anna Univ Code:	BA5012
Course Name:	Security Analysis & Portfolio Management

Course Outcome Number	Course Outcome Statement
C314.1	Students will be know of the various investment alternatives as well as their features that are available to the investor.
C314.2	Students will know the process involved in raising IPOs as well as the functioning stock markets
C314.3	Students will know how to evaluate the fundamentals of a share
C314.4	Students will know the techniques involved in evaluating share price movements
C314.5	Students will know the techniques involved in evaluating share portfolio
Anna Univ Code:	BA5031
Course Name:	International Trade Finance
Course Outcome Number	Course Outcome Statement
C316.1	Understand export import finance and for-ex management and documentation
C316.2	To impart knowledge on international trade, to know the impact of foreign trade in Indian economy
C316.3	To know the activities of various agencies involved
C316.4	To make the understand about the activities relating the foreign exchange market, exchange rates and other related matters
C316.5	To impart the 16resentati involved in import export trade to make them understand about promotional schemes available to the exporters
Anna Univ Code:	BA5014

Course Name:	Entrepreneurship Development
Course Outcome Number	Course Outcome Statement
C321.1	The students will learn and understand the skills required for an Entrepreneur.
C321.2	To study the business environment and Government policies to become an Entrepreneur.
C321.3	To develop a business plan considering the functional areas required for starting a business.
C321.4	To learn the steps involved in product launching and its growth strategies
C321.5	The students know the reason for Sickness and as an Entrepreneur they can give ideas to rehabilitate the business units.
Anna Univ Code:	BA5015
Course Name:	Industrial Relations and Labour Welfare
Course Outcome Number	Course Outcome Statement
C322.1	The students will gain knowledge on the fundamental concepts on Industrial Relations.
C322.2	The Various Industrial Conflicts and its settlement machinery will be known to students.
C322.3	The Statutory welfare and its importance at work place learnt by students will be helpful for them to implement new welfare measures to motivate employees at workplace.
C322.4	To equip students on Industrial accidents and its safety practices.

C322.5	To learn the unorganized labour system in India.
Anna Univ Code:	BA5017
Course Name:	Managerial Behaviour & Effectiveness
Course Outcome Number	Course Outcome Statement
C324.1	To know the basics of managerial behavior
C324.2	To understand the various strategies identifying Managerial Talent
C324.3	Students would comprehend the planning process and various approaches used in material management.
C324.4	To Measure the performance of the developing the winning edge
C324.5	To gain Knowledge on environmental issues in managerial effectiveness
Anna Univ Code:	BA5025
Course Name:	Logistics Management
Course Outcome Number	Course Outcome Statement
C331.1	Ability to build and manage a Logistics, competitive supply chain using strategies, models, techniques and information technology
C331.2	Awareness of the process of supply chain strategy
C331.3	Knowledge of the impact of supply chain network on the strategy implementation and the source of competitive advantage.

C331.4	Knowledge of various Planning, Demand, Inventory and supply that has been adopted by the supply chain.
C331.5	Knowledge of processes involved in Supply Chain Restructuring and Supply Chain Mapping.
Anna Univ Code:	BA5026
Course Name:	Materials Management
Course Outcome Number	Course Outcome Statement
C334.1	Students will know the basics of material management
C334.2	Students will get an overview on approaches & planning involved in material management
C334.3	Students will acquire Knowledge of the techniques for management of Inventories.
C334.4	Students will know the process involved in supplier relations and purchasing activity in an industry.
C334.5	Students will emphasize the function and operational efficiency at warehouse management.
Anna Univ Code:	BA5028
Course Name:	Project Management
Course Outcome Number	Course Outcome Statement
C336.1	The students will learn about the concepts of Project Management and its process
C336.2	The students will gain knowledge on Project Planning, Budgeting and Risk management.

C336.3	The students will have the practice of PERT, CPM Networking, Crashing and Gantt Chart
C336.4	The students will learn about the Project evaluation, termination and controlling process
C336.5	The students will learn about the Project Organization and Conflict management.
Anna Univ Code:	BA5311
Course Name:	Summer Internship
Anna Univ Code:	BA5411
Course Name:	Project Work