Dayananda Sagar College of Arts, Science and Commerce

Master of Business Administration

Affiliated to Bangalore University

Course Outcomes

Program Outcomes (POs)

At the end of the program graduates

PO1 - Have the ability to solve critical business problems.

PO2 - Perform the fundamental activities of business.

PO3 - Students will possess knowledge of current theory and techniques of the major business discipline i.e. MBA core courses (**Practical managerial analysis skills).**

PO4 -Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, operations, etc.) to solve business problems.

PO5- Evaluate ethical considerations when making business decisions (**Social awareness).**

PO6- Incorporate diversity and multicultural perspectives when making business decisions (**Professional integrity).**

PO7-Demonstrates professionalism, self- awareness, leadership and effective communication skills (**Speaking / Writing skills)**.

PO8- Understand the concept of Information Technology and how it can improve the organizational performance.

PO9-Demonstrate global perspective and an awareness of how cultural differences impact businesses.

PO10-Possess the skills required to work and lead effectively in a team based environment (**Team work**).

PO11-Understand and apply business analytics in business decision making.

PO12-Navigate the global strategic issues facing a corporation.

PO13-Apply ethical reasoning to business situations.

PO14- Evaluate the implications of changing environmental factors on organizational choices within a global environment.

Program Specific Outcomes (PSOs)

MBA Program Specific Outcomes are:

PSO1: To imbibe the students with requisite domain knowledge, skills & right attitude necessary to provide effective leadership in a global environment.

PSO2: To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy &Society.

PSO3: To inculcate proactive thinking to ensure effective performance in the dynamic socioeconomic and business ecosystem.

PSO4: To harness entrepreneurial approach and skillsets aligned with the national priorities.

PSO5: To equip students with abilities related to time value of money, investment decisions, personal and corporate financial decisions.

PSO6:.To make students market knowledgeable and understand the nuances of market research, segmentation, positioning, branding, pricing.

PSO7: To enrich students with essentials of managing the most valuable human resources of the business effectively.

1ˢᵗ Semester MBA

(List of Courses and Outcomes)

Course Code:1.1
Name of the Course: Economics for Managers
Course Outcomes: On successful completion of the course, the students will be able to:
1. Understand the application of Economic Principles in Management decision making.
2. Learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
3. Understand, assess and forecast Demand.
4. Apply the concepts of production and cost for optimization of production.
5. Design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.

Course Code: 1.2
Name of the Course: Organizational Behaviour
Course Outcomes: On successful completion of the course, the students will be able to;
1. Demonstrate understanding and application of Concepts and principles of Organizational behaviour, perception, and personality.
2. Improving practical experience in the field of Management and Organization Behaviour
3. Develop skills and ability to work in groups to achieve organizational goals.
4. Develop a greater understanding about Behavioural aspects to analyse the concepts related to individual behaviour, attitude, and personality.
5. Design motivational techniques for job design, employee involvement, incentives, rewards & recognition.

Course Code:1.3
Name of the Course: Accounting for Managers
Course Outcomes: By the end of this course, a student would be able to;
1. Demonstrate theoretical knowledge and its application in real time accounting.
2. Capable of preparing financial statement of companies.
3. Independently undertake financial statement analysis and take decisions.
4. Comprehend emerging trends in accounting and computerization of accounting systems.

Course Code:1.4
Name of the Course: Statistics for Management
Course Outcomes: On successful completion of the course, the students will be able to:
1. Acquire knowledge of statistics and its scope and importance in various areas.
2. Achieve statistical literacy and will be able to find ways to move beyond the-what of statistics to the how and why of statistics.
3. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
4. Critically evaluate the underlying assumptions of analysis tools.
5. Identify the type of statistical situation to which different distributions can be applied.
6. Demonstrate understanding of the concepts of time series and its applications in different areas.

Course Code:1.5
Name of the Course: Marketing for Customer Value
Course Outcomes: On successful completion of the course, the students will be able to;
1. Develop an ability to assess the impact of the environment on marketing function.
2. To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.
3. Understand concept of Branding, development of product and significance of market segmentation, targeting and positioning.
4. Identifying marketing channels and the concept of product distribution.
5. Identifying techniques of sales promotion, significance of marketing research.

Course Code: 1.6
Name of the Course: Legal Aspects and Intellectual Property Rights
Course Outcomes: On successful completion of the course, the students will be able to:
1. Find out the key components of intellectual property and their use in business.
2. Compare and contrast the different forms of intellectual property from the perspective of nature and subject matter of legal protection.
3. Identify the real-life examples of application of different intellectual property in businesses.
4. Analyze the legal disputes involving companies in relation to intellectual property.
5. Explain the integration of intellectual property with businesses with examples
6. Develop an ability to apply for the acquisition of different types of intellectual property.

Course Code:1.7
Name of the Course: Managerial Skills-1
Course Outcomes: On successful completion of the course, the students will be able to:
1. Describe and understand the elements of managerial skills.
2. Communicate better across teams and clients.
3. Demonstrate empathy in negotiations with assertiveness.
4. Apply creative thinking to reach a beneficial outcome.
5. Know their strengths and build on the essential Managerial Skills.

2nd Semester MBA

(List of Courses and Outcomes)

Course Code: 2.1

Name of the Course: Technology for Management

Course Outcomes: On successful completion of the course, the students will be able to:
1. Analyse the role of technology in gaining a strategic perspective on business decision making.
2. Gain the skills required in deploying, developing, and managing the applicable firm's technological importance.
3. Understand and behave ethically while dealing with information and technology.

Course Code: 2.2

Name of the Course: Management Research Methods

Course Outcomes: On successful completion of the course, the students will be able to
1. Demonstrate ability to understand different research terminologies.
2. Identify research problems and questions.
3. Develop methodology for research problems.
4. Analyse data required for business decision-making.
5. Propose suggestions based on the findings from the research.
6. Apply Data visualization for exploratory analysis and communicate effectively to diverse audience.

Course Code: 2.3

Name of the Course: Entrepreneurship and Ethics

Course Outcomes: On successful completion of the course, the students will be able to
1. Understand of starting a company by the various financial institutions support
2. Develop new innovative business ideas.
3. Understand the marketing demand in various forms of business.
4. Aware of alternative to jobs and employment which will make them job providers in an ethical manner.

Course Code: 2.4

Name of the Course: Human Capital Management

Course Outcomes:

On successful completion of the course, the students will be able to:
1. Know new trends in human capital management.
2. Understand the work, competencies tasks and organization of Human Resource Specialist.
3. Know basic processes related to Human Capital Management Skills.
4. Assess the human capital potential assessment and planning.
5. Recruiting and keeping proper candidates.

Course Code: 2.5

Name of the Course: Financial Management

Course Outcomes: By the end of this course, a student would learn:
1. Identification of financial challenges faced by a business enterprise.
2. Tools and techniques for making financial decisions.
3. Financial management practices in corporate sector.

Course Code:2.6

Name of the Course: Quantitative Techniques and Operation Research

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

1. Understand the application of Operation Research and frame a Linear Programming Problem with solution – graphical and through solver add in excel (software).
2. Analyse any real-life system with limited constraints and depict it in a model form.
3. Build and solve Transportation and Assignment problems using appropriate method.
4. Design and solve simple models of CPM and queuing to improve decision making and develop critical thinking and objective analysis of decision problems.
5. Solve simple problems of replacement and implement practical cases of decision making under different business environments.
6. Take best course of action out of several alternative courses for the purpose of achieving objectives by applying game theory and sequencing models.
7. Understand different queuing situations and find the optimal solutions using models for different situations.
8. Develop a report that describes the model and the solving technique, analyse the results, and propose recommendations in language understandable to the decision-making processes in Management.

Course Code:2.7

Name of the Course: Managerial Skills-2

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

1. Demonstrate an understanding of managerial skills and apply some of them for self-development.
2. Demonstrate an understanding of work process and employability skills.
3. Manage Teams and Set Goals for the teams effectively.
4. Undertake Root Cause Analysis for problem solving.
5. Learn and apply Design thinking Skills for problem solving.
6. Exhibit an awareness and importance of professional ethics and manage time and stress effectively.

3rd Semester MBA

(List of Courses and Outcomes)

Core Courses

Course Code:3.1
Name of the Course: Strategic Management and Corporate Governance
Course outcomes:
1. This course will equip the students with required skills of managerial decisions and actions.
2. This will enable students to transfer conceptual learning to strategic application in their professional lives.

Course Code: 3.2
Name of the Course: Projects and Operations Management
Course outcomes:
1. At the end of the courses, the students must have better insight into project and operations management.

Common Elective

Course Code:3.4.4, 3.5.4, 3.6.4, 3.7.4, 3.8.4, 3.9.4 & 3.10.4
Name of the Course: Business Analytics using Excel
Course outcomes:
Competency 1: Predictive Analytics Methods
1. Ability to apply specific statistical and regression analysis methods applicable to predictive analytics to identify new trends and patterns, uncover relationships, create forecasts, predict likelihoods, and test predictive hypotheses.
2. Ability to develop and use various quantitative and Predictive models based on various regression models.

Competency 2: Predictive Analytics Tools
1. Develop familiarity with popular tools and software used in industry for predictive analytics, especially R, R Studio and R Markdown.

Competency 3: The Predictive Analytics Cycle
1. Understanding of how to formulate predictive analytics questions.
2. Learn how to select the appropriate method for predictive analysis, and how to build effective predictive models.
3. Learn how to search, identify, gather, and pre-process data for the analysis.
4. Learn how to evaluate the soundness, appropriateness, and validity of their models and how to interpret and report on results for a management audience.

Finance Specialization

Course Code:3.3.1
Name of the Course: Business Valuation and Value Based Management
Course outcomes:
1. The basic concepts required for corporate valuation.
2. The various methods of valuation.
3. Valuation in special cases.
4. Models of value-based management.
5. Strategies for 'value maximization' – corporate restructuring, with special focus on mergers and acquisitions.
6. Financial modelling skills for valuation of business enterprises.

Course Code:3.3.2
Name of the Course: Indian Financial System
Course outcomes:
The student will have improved ability to
1. The framework of Indian Financial System.
2. The various financial institutions that have impact and influence on business organizations and their functioning.
3. The financial markets and their mechanism, with special emphasis on Stock Exchanges.
4. Various financial services available for a business enterprise

Course Code:3.3.3
Name of the Course: Investment Analysis and Management
Course outcomes:
This course will equip the students with required skills of Investment decisions and actions such as:
1. Identifying investment alternatives
2. Choosing the best / suitable alternatives.
3. How to construct a portfolio
4. Portfolio management

Marketing Specialization

Course Code: 3.4.1
Name of the Course: Retailing Management and Services
Course Outcomes:
1. At the end of the course, student must be able to understand the essential components of a service business and manage retailing.

Course Code: 3.4.2
Name of the Course: Consumer Behavior
Course Outcomes:
1. At the end of this course, students will be able to appreciate the importance of understanding consumer behaviour for marketing success, understand the various factors shaping consumer behaviour and choice, be able to conduct exploratory research in consumer behavior and be able to use understanding of consumer behaviour in making marketing plans.

Course Code: 3.4.3
Name of the Course: Rural and Agricultural Marketing
Course Outcomes:
1. At the end of the course, the student must develop an appreciation for rural and agricultural marketing.

Human Resource Specialization

Course Code:3.5.1
Name of the Course: Learning and Development
Course outcomes:
1. By the end of this course, a student would learn to develop an understanding of how to assess training needs and design training programmes in an Organisational setting. To familiarize the student with the levels, tools and techniques involved in evaluation of training effectiveness.

Course Code:3.5.2
Name of the Course: Team Dynamics at Work
Course outcomes:
1. To impart the fundamentals of the key elements of a business organization
2. To develop analytical skills to identify the link between the management practices in the functional areas of an organization and business environment.
3. To provide insights into latest technology, business communication, management concepts and to build teamwork and leadership skills among them.
4. To inculcate the habit of inquisitiveness and creativeness aimed at self-actualization and realization of ethical practices.

Course Code:3.5.3
Name of the Course: Performance Management System
Course outcomes:
1. It is particularly intended for students as future managers and supervisors who will conduct the performance appraisal of their subordinate.

Business Analytics Specialization

Course Code:3.9.1
Name of the Course: The Data Science using R and Python
Course outcomes:
1. Analyse data sets using the various functions available in R and Python
2. Create dashboards by visualization techniques in R and python.

Course Code:3.9.2
Name Of the Course: Advanced Statistical Methods for Business Decision Making
Course outcomes:
1. Understand the various concepts of statistics used in data analysis.
2. Evaluate the best fit concept as a solution to problem.
3. Execute and solve problems using statistical concepts.

Course Code:3.9.3
Name of the Course: ANALYTICS FOR DECISION MAKING
Course Outcomes
1. To understand the advanced statistical tools used for analytics.
2. Use the data gained from the various sources to evaluate strategic alternatives.
3. Make efficient investments and assess your efforts.
4. Understand regression and conjoint analysis along with the topics of social media analytics.

4ᵗʰ Semester MBA

(List of Courses and Outcomes)

Core Courses

Course Code:4.1
Name of the Course: International Business
Course outcomes:
On successful completion of this subject, students should be able to:
1. Demonstrate sound knowledge of how business organizations operate in international environment.
2. Explain the global trends that affect international management.
3. Examine systematically the main aspects of the international business environment including country competitiveness and risk factors.
4. Know factors that influence location decisions, positioning strategies, international completion.
5. Process of formulating and implementing international strategies.

Course Code:4.2.4, 4.3.4, 4.4.4, 4.5.4, 4.6.4, 4.7.4, 4.8.4 & 4.9.4
Name of the Course: Data Analysis and Visualization using Tableau
Course outcomes:
1. Create and represent different kinds of data.
2. Create story boards and dashboards for business decisions.
3. Evaluate the use of visualization tools for different contexts.

Finance Specialization

Course Code:4.2.1
Name of the Course: Financial Techniques for Strategic Decision making
Course outcomes:
This course will equip the students with required skills of Investment decisions and actions.
1. Identify the financial perspective in decision making process.
2. Know about some of the important financial techniques used in decision making process.
3. Acquire decision-making skills.
4. Get acquainted with spreadsheet skills.

Course Code:4.2.2
Name of the Course: International Financial Management
Course outcomes:
1. The global financial environment, currency system, relationship between economies and impact of international transactions on the economy.
2. Functioning of international financial markets.
3. Fixing of exchange rate.
4. Foreign currency risks and hedging strategies.
5. Interest rate risks and hedging strategies.

Course Code:4.2.3
Name of the Course: Risk Management and Derivatives
Course outcomes:
By the end of this course, a student would learn:
1. Risk analysis in capital budgeting.
2. Risks associated with investments and hedging with derivatives.
3. Meaning and types of derivatives.
4. Futures – terminology, mechanism, hedging and pricing.
5. Options – terminology, mechanism, pay-offs, hedging and pricing.
6. Commodity markets and commodity derivatives.

Marketing Specialization

Course Code:4.3.1
Name of the Course: Strategic Brand Management
Course outcomes:
By the end of this course, a student would learn:
1. Understand key principles of branding, positioning, and brand building strategies.

Course Code:4.3.2
Name of the Course: Marketing Research and Metrics
Course outcomes:
By the end of this course, a student would learn:
1. Understand the process of marketing research and its different processes.
2. Identify sources of information
3. Understand different research methods.
4. Apply selected research methods.
5. Analyse and interpret both qualitative and quantitative data.
6. Conduct and analyse a focus group discussion.
7. Build a simple questionnaire from a web-based survey administration site.

Course Code:4.3.3
Name of the Course: Digital Marketing
Course outcomes:
1. By the end of the course, the student will be able to evaluate the risks involved in digital marketing. It shall make them be able to attract and retain customers online.

Human Resource Specialization

Course Code:4.4.1
Name of the Course: Strategic HRM
Course outcomes:
1. By the end of this course- a student would learn the relationship of HR strategy with overall corporate strategy and understand the strategic role of specific HR systems

Course Code:4.4.2
Name of the Course: International HRM
Course outcomes:
1. By the end of this course, a student would learn a preview of the major challenges that MNC's face and to be familiar, through a real-life case study, with some of the HRM issues faced by staff in a foreign subsidiary of a major multinational company.

Course Code:4.4.3
Name of the Course: Talent and Knowledge Management
Course outcomes:
1. By the end of this course, a student would learn the new concepts in talent and knowledge management and its relevance in the corporate.

Business Analytics Specialization

COURSE CODE: 4.8.1
Name Of the Course: Data Visualization
Course Outcomes:
1. Create and represent different kinds of data.
2. Create story boards and dashboards for business decisions.
3. Evaluate the use of visualization tools for different contexts.

Course Code:4.8.2
NAME OF THE COURSE: BUSINESS FORECASTING
Course Outcomes:
1. Identify the factors that affect demand.
2. Illustrate the forecasting techniques with the help of computer software and enable the interpretation of the results.

COURSE CODE:4.8.3
Name Of the Course: Data Warehousing and Data Mining
Course Outcomes:
1. Analyse algorithms and understand the patters in the data.
2. Apply various techniques to mine data from various data sources.