

Department of Business Management and applied Economics

Programme Outcome and Course Outcome

Post Graduate diploma in business management Programme Outcomes:-

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

PO4: Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Adapt and develop research acumen.

PO7: Determine the entrepreneurial skills.

PO8: Choose the best possible investment decisions for an enterprise.

Post Graduate diploma in business management Programme Specific Outcomes

PSO1. To prepare graduates who will design business solutions for problems across the various functional domain of Management.

PSO2. To prepare graduate who will contribute to the growth and development of the society through their research acumen and entrepreneurial skills.

PSO3. To prepare job ready graduates who are equipped with the requisite interpersonal skills and aptitude

COURSE OUTCOMES:

PORTFOLIO MANAGEMENT AND TOTAL QUALITY MANAGEMENT

CO1: Students will understand the different features of financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.

CO2: Students will understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.

CO3: Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.

CO4: How to build long term customer relationships.

PRODUCTION AND OPERATION MANAGEMENT

CO1: Demonstrate an understanding of production as a process of converting or transforming resources into products;

CO2: Demonstrate an understanding of the manager's concern in planning, organizing, directing, and controlling productive operations to meet organizational objectives;

CO3: Demonstrate an understanding of productivity measures, quality and costs both, direct and indirect

CO4: Use a variety of problem-solving techniques to aid in effective decision making.

CO5: Understand the importance of promotion and distribution function in the entire chain of marketing

CO6: Apply the concepts of public relations, sales management and physical distribution in business.

CO7: Know on the concepts of retail management, supply chain management and virtual marketing.

HUMAN RESOURCE MANAGEMENT

CO1: Through this course student will be able to explore various dimensions of Human Resource Management and will find new career opportunities in the same.

CO2: Case Study discussions will provide simulations to think as an HR strategist And design an appropriate solution.

CO3: Acquire exposure to the concepts, principles and the changes occurring in the field of HRM at the national and international level.

CO4: Understand International staffing, performance appraisal and Management Development

MARKETING RESEARCH AND CONSUMER BEHAVIOR

CO1: Apply the Research methodology and Research plan in practice.

CO2: Understand the consumer behavior and their buying process.

BEHAVIOR MANAGEMENT CONCEPT AND ORGANIZATI

CO1: Acquire the knowledge of Management Process.

CO2: Understand and apply the management function: Planning organizing, staffing, directing and controlling.

CO3: Meet the challenges of modern Management.

CO4: Understand the history of Organizational Behavior.

CO5: Know the individual process in organization such as learning, perception, attribution, Individual differences and motivation.

CO6: Understand the Group process, performance appraisal, personality and attitudes.