

**University Business School,
Himachal Pradesh University**

Name of Program: MBA

Program Outcomes

After completion of the Program, the students will be able to:

PO1: Management knowledge: Apply the knowledge of all functional areas of Business Management viz Marketing Management, Financial Management, Human Resource Management, Operation Management and Information Technology to find solutions to the complex management problems.

PO2: Problem analysis: Identify, formulate, review research literature, and analyze complex management problems reaching substantiated conclusions using fundamentals & principles of management.

PO3: Development of solutions: Develop solutions to meet the specific needs with appropriate consideration for the overall wellbeing and safety of individual, society and environment in a culturally inclusive atmosphere.

PO4: Modern tool usage: Create, select, and apply appropriate techniques, technology, resources, and modern tools of prediction and modeling complex management activities with an understanding of the limitations.

PO5: The manager and society: Apply the reasoning developed through contextual knowledge to assess societal, legal, cultural, health & hygiene, and other allied safety issues and the consequent responsibilities relevant to the professional management practices.

PO6: Environment and sustainability: Understand the impact of the professional management solutions in societal and ecological challenges and demonstrate the knowledge and need for sustainable development.

PO7: Ethics: Apply ethical principles and commit to professional ethics, values & norms along with accountabilities & responsibilities of the modern business management practices.

PO8: Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO9: Communication: Learn appropriate skills to communicate at the level of workplace, community and society at large and to comprehend and write effective reports, design documentation, make effective presentations using modern electronic gadgets.

PO10: Internationalization: Contrast and distinguish between managerial practices and cultural diversity of different countries and learn from best practices prevailing across the globe.

PO11: Experiential Learning: Acquire hands-on experience of the industrial practices through internships and field visits.

PO12: Life-long learning: Recognize the need and have the preparation and ability to engage in independent and life-long learning in the broadest context of evolving business scenario.

FIRST SEMESTER

101 MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

- Understand the different thoughts given by national and international management thinkers.
- Apply the concepts of planning and decision making
- Cultivate an insight into the individual & group behavior
- Comprehend leadership styles and group dynamics

102 MANAGEMENT SCIENCE-I

- Understand the statistical tools and the calculation of various measures of central tendency
- Analyze and apply the concepts of statistics in decision making
- Compare the data of different organizations/departments and formulate hypothesis for future operations
- Do better quantitative research by applying latest technology and software available
- Do better research and make quality project reports.

103 MANAGERIAL ECONOMICS

- Understand the basic concepts and tools of economic analysis for managerial decision making
- Analyze the demand function in order to make forecasting of demand more effective for business
- Understand the market structures and design pricing policies accordingly
- Analyze and evaluate various factors of economy and apply the knowledge acquired in the social and business circle

104 BUSINESS ENVIRONMENT

- Analyze the environment and examine different aspects of business environment
- Evaluate state and markets and assess the impact of liberalization, privatization and globalization
- Critically evaluate economic, industrial, fiscal and monetary policies of India
- Explore the relationship between Business and Politics in India and identify the business problems thereof.

- Examine the ecological environment and develop sustainable development strategies

105 INDIAN ETHOS & VALUES

- Appraise the significance of Indian ethos and values in managerial decision making and exhibit value-centered leadership.
- Create a stress-free environment at the workplace by improving inner capacity to perform better.
- Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
- Execute ethical behavior at the workplace and society at large.

106 ACCOUNTING FOR MANAGERS

- Understand basic accounting process and procedure.
- Demonstrate the use of double entry and accounting systems for recording transactions and events.
- Prepare financial statements of business organizations.
- Design fund flow statement of the organization.
- Analyze financial statements of the organization and use this analysis for financial decision-making.

201 -ORGANISATIONAL EFFECTIVENESS, CHANGE AND ORGANISATIONAL DEVELOPMENT

- Analyze the culture of the organization focusing on its creation and sustenance.
- Examine the impact of change and formulate different strategies for change
- Identify the problems in organization and design solutions leading to organizational effectiveness
- Evaluate different models of organizational development and perceive different assumptions and values related to it
- Design different OD interventions after careful diagnosis of the situation/problem faced by any organization

202 MANAGEMENTSCIENCE-II

- Understand the concept and models of operation research for selection of decision alternatives.
- Apply tools of management science for effective and efficient operations
- Evaluate the operations of different firms to achieve optimal efficiency
- Use latest technology to solve operations related problems

203 HUMAN RESOURCE MANAGEMENT

- Identify different aspects of Human Resource Management and develop an understanding of national and international practices of Human Resource Management.
- Acquire knowledge to examine the existing human resource practices at the work place and forecast the future requirement ensuring maintenance and social security of employees.
- Compare different employees and accordingly design their compensation packages on the basis of transparent Performance Appraisal
- Design training and development programs for employees
- Create a competitive advantage through people.

204 FINANCIAL MANAGEMENT

- Understand the issues and framework of corporate finance.
- Analyze the effect of corporate decisions on the value of a firm.
- Compare various investment proposals.
- Design a firm's financial needs and interpret its effect on the value of the firm.
- Make optimal financial decisions by integrating the concepts of leverages, working capital and dividend.

205 MARKETING MANAGEMENT

- Examine the marketplace and analyze the marketing environment
- Distinguish consumer markets and industrial markets and formulate strategies related to segmentation, targeting and positioning
- Elaborate contemporary issues in marketing along with their implication for organizations
- Formulate marketing plans and strategies related to product, price, place and promotion
- Appraise the marketing information system and apply marketing research to solve the problems

206 OPERATIONS MANAGEMENT

- Understand the operations management systems and evaluate the production control process.
- Acquire knowledge about the inventory control system and evaluate the purchasing function.
- Analyze and evaluate the work methods and create more efficient ways of performing a job
- Ensure the quality standards of goods produced and create quality products.

207 RESEARCH METHODOLOGY

- Classify different types of research and elaborate the research process
- Formulate the research problem and develop the research design
- Categorize the sampling and data collection techniques and construct the questionnaire
- Analyze the data through the application of different computer software
- Write the research report and prepare the presentation by using different tools

THIRD SEMESTER

301 STRATEGIC ANALYSIS

- Understand the concepts of strategic framework and the strategic decision-making process
- Analyze competitive situation and strategic dilemma in dealing with dynamic business environment
- Analyze and implement strategy at strategic business unit level.
- Creating and implementing strategic alternatives and strategies such as diversification mergers and acquisitions for organizational growth.

302 MANAGEMENT INFORMATION SYSTEM

- Apply managerial concepts to development of management information system
- Effectively apply system analysis and information design to project management
- Evaluate the role of information systems to support various level of business strategy
- Create management information system for decision making

FM-01 Indian Financial System

- Understand the structure and functions of the Indian financial system.
- Assess the role of various regulatory bodies in the development of Indian financial system.
- Illustrate the functioning of financial markets in the development of Indian financial system.
- Critically examine different functions of financial instruments and financial markets.
- Evaluate the functioning of different financial institutions.

FM-07 Advanced Financial Management

- Evaluate potential investment decisions and assesses their financial and strategic consequences.

- Identify working capital needs of the organization.
- Assess and plan acquisitions and mergers as an alternative growth strategy.
- Evaluate and advise on alternative corporate re-organization strategies.
- Apply and evaluate alternative corporate valuation models.

MM-03: STRATEGIC MARKETING

- Analyze the market situation & competition and estimate the reaction pattern
- Examine the market leader strategies, market challenger strategies and market follower strategies
- Evaluate competitive market strategy for emerging industries
- Outline the concept of competitive pricing and advertising
- Create product differentiation and brand positioning after industry Segmentation

HRM-01 INDUSTRIAL RELATIONS

- Understand the concept of industrial relations and create the harmonious industrial relations
- Identify different mechanisms for collective bargaining and worker's participation in management.
- Prevent industrial disputes and apply procedures for its settlement.
- Effectively handle employee grievances and inculcate discipline at the workplace
- Critically examine the role of trade unions.

HRM-06 LABOUR LEGISLATION

- Understand the provisions of different Labour legislations
- Elaborate on the prevention & settlements of industrial disputes.
- Illustrate the main provisions of the factories act 1948 and Industrial Dispute act 1947
- Outline the main provisions of Payment of Wages Act 1936, Minimum Wages Act 1948 & Workmen Compensation Act, 1923.

- Apply the major provisions of Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972.

401 STRATEGIC MANAGEMENT

- ❖ Illustrate the strategy implementation process.
- ❖ Evaluate the situation for strategic change
- ❖ Examine various strategic implementation policies.
- ❖ Identify appropriate growth strategy and explore effective strategy implementation
- ❖ Design, formulate and implement strategy in an organization

FM-02 SECURITY ANALYSIS & INVESTMENT MANAGEMENT

- ❖ Understand the Indian Securities Markets
- ❖ Evaluate securities by way of fundamental and technical analysis.
- ❖ Apply the concept of portfolio management for better investment decisions.
- ❖ Develop various income portfolio strategies based on the needs and risk profile of the investor.

FM-10 PROJECTS PLANNING, ANALYSIS AND MANAGEMENT

- ❖ Identify the elements of the Project Management life cycle.
- ❖ Apply tools and techniques of project management.
- ❖ Comprehend the feasibility analysis in Project Management and network analysis tools for cost & time estimation.
- ❖ Evaluate projects based on technical and financial analysis.

MM 02 ADVERTISING MANAGEMENT

- ❖ Understand the concept and practices of advertising
- ❖ Apply the advertising concepts in creating advertising campaigns
- ❖ Compare & contrast the advertising strategies of different competing firms.
- ❖ Design the advertising strategies catering to the requirement of society in consonance with social, legal and ethical needs.

MM – 04: RURAL MARKETING

- ❖ Analyze the potential of rural markets in India and examine the socio-cultural, economic & other environmental factors affecting rural marketing

- ❖ Assess the scope of agricultural marketing in India with special reference to agricultural inputs/instruments and identify the problems related to it
- ❖ Evaluate the commodity markets and examine the role of co-operative marketing in India.
- ❖ Formulate plans and strategies related to product, price, place and promotion for rural markets in India

HRM-02 ADVANCED INDUSTRIAL PSYCHOLOGY

- ❖ Understand the concept of Industrial Organizational Psychology.
- ❖ Apply Industrial Psychology to select, develop, and manage employees
- ❖ Comprehend how the theory and research are applied to work settings
- ❖ Create a stress-free environment at the workplace.

HRM-05 STRATEGIC HUMAN RESOURCE DEVELOPMENT

- ❖ Identify concepts and practices of Strategic Human Resource Management.
- ❖ Apply Human Resource Development as a strategic tool for gaining competitive advantage.
- ❖ Understand and apply the aspects of counseling, mentoring, coaching, and emotional intelligence.
- ❖ Create HRD Culture & Climate at the workplace.
- ❖ Devise HRD strategies in accordance with business changes