

PROGRAMME OUTCOMES OF 2017 -18 & 2018 - 19

PROGRAMME OUTCOMES OF MBA

PO1. To develop young MBA aspirants into professional managers who can contribute to the growth of business and industry in India and the world

PO2. To develop astute leaders who can efficiently and effectively manage business amidst of environmental turbulences

PO3 To nurture entrepreneurial skills among young generation and make them effective change agents

PO4 To contribute towards better management practices in the country and the world by offering quality management education

UNION CHRISTIAN COLLEGE, ALUVA

MBA COURSE OUTCOME 2017 - 18

SEMESTER 1

TITLE OF THE PAPER: PRINCIPLES & PRACTICES OF MANAGEMENT

Course code: CC 01

Course Objectives

1. To introduce Profession of Management and help the students gain understanding of the functions and responsibilities of the manager
2. To provide participants tools and techniques to be used in the performance of the managerial job, and enable them to analyse and understand the environment of the organisation.

TITLE OF THE PAPER: BUSINESS COMMUNICATION

Course code: CC 02

Course Objectives

01. To give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program.
02. To build an understanding of different organizational cultures, business practices, and social norms to communicate more effectively in domestic and cross-cultural business contexts.
03. To develop an awareness of the importance of concise written expression to modern business communication and utilize electronic presentation software.

TITLE OF THE PAPER: MANAGERIAL ECONOMICS

Course code: CC 03

Course Objectives

01. To familiarize the participants concepts and techniques in Economics
02. To make the participants appreciate the applications of core concepts in economics for managerial decision making
03. To sensitize the participants how economic environment affects Organizations

TITLE OF THE PAPER: ACCOUNTING FOR MANAGEMENT

Course code: CC 04

Course Objectives

01. To familiarize the students with financial statements, principles of accounting and develop their skills in reading annual reports.
02. To provide foundations for developing the skills in interpreting financial statements for managerial decisions.
03. To acquaint the students with the intricacies of Financial Accounting and Management Accounting

TITLE OF THE PAPER: QUANTITATIVE METHODS FOR MANAGEMENT

Course code: CC 05

Course Objectives

01. To familiarize the participants with Mathematical models and Statistical techniques applied in Management.
02. To provide essential concepts for practical analysis and develop analytical skills necessary to make Business decisions

TITLE OF THE PAPER: BUSINESS LAW

Course code: CC 06

Course Objectives

01. To provide the participants basic framework of Laws applicable to Business
02. To provide basic insights into provisions of business laws

TITLE OF THE PAPER: ENVIRONMENT MANAGEMENT

Course code: CC 07

Course Objectives

01. To make students understand the importance of Environment and Sustainability
02. To make students familiar about the various policies and regulation

TITLE OF THE PAPER: BUSINESS ETHICS & CORPORATE GOVERNANCE

Course code: CC 08

Course Objectives

01. To make students understand the importance of Ethics
02. To make students aware of good Business and Corporate Governance

SEMESTER 2

TITLE OF THE PAPER: FINANCIAL MANAGEMENT

Course code: CC 09

Course Objectives

01. To familiarize participants with fundamentals of Financial Management in an Organization
02. To provide the participants various techniques in Financial Management
03. To give an overview of the emerging financial issues facing an Organization

TITLE OF THE PAPER: MARKETING MANAGEMENT

Course code: CC 10

Course Objectives

01. 01.To introduce the core functional Area of Marketing to participants
02. To provide the modern conceptual framework of Marketing
03. To impart key insights into the practical aspects of Marketing to participants

TITLE OF THE PAPER: HUMAN RESOURCES MANAGEMENT

Course code: CC 11

Course Objectives

01. To provide participants a synthesized framework of Human Resources theory & practice
02. To impart fundamentals of HR Practices in Organizations
03. Learn to align HR systems with the strategic business objectives of a firm.

TITLE OF THE PAPER: OPERATIONS MANAGEMENT

Course code: CC 12

Course Objectives

01. To provide basic understanding of the Production / Operations Management function in Organizations.
02. To sensitize the participants about efficiency & effectiveness in Operations function

TITLE OF THE PAPER: OPERATIONS RESEARCH

Course code: CC 13

Course Objectives

01. To familiarize the participants with the scope and applications of Operations Research in Managerial decision making
02. To expose the students use of various Scientific tools and Models in OR for Business analysis

TITLE OF THE PAPER: MANAGEMENT INFORMATION SYSTEM & CYBER SECURITY

Course code: CC 14

Course Objectives

01. To understand the importance of Information System in business
02. To make the participants familiarize with the technologies and methods used for effective decision making in an organization.
03. To learn to use Information Technology to gain competitive advantage in business.

TITLE OF THE PAPER: ORGANISATIONAL BEHAVIOUR

Course code: CC 15

Course Objectives

01. To impart basic knowledge into Organisation Structure & Dynamics
02. To provide insights into Individual & Group Behaviour and its implications in modern Organizations
03. To provide basic knowledge of Organisation Culture and its role in Management

TITLE OF THE PAPER: ENTREPRENEURSHIP & PROJECT MANAGEMENT

Course code: CC 16

Course Objectives

01. To provide the participants a basic understanding about the role of small business in an economy
02. To impart necessary knowledge and skills for project formulation and project management relevant for business.

SEMESTER 3

TITLE OF THE PAPER: BUSINESS ANALYTICS

Course code: CC 18

Course Objectives

01. To introduce Analytics as a tool for Business Decision Making.

02. To provide basic insights into application of Analytics to Management Functional areas.

TITLE OF THE PAPER: RESEARCH METHODOLOGY

Course code: CC 19

Course Objectives

01. To familiarize the participants with concepts and process of research
02. To make the participants understand the application of research in business decision making
03. To expose the participants to the tools and techniques in business research

FINANCE ELECTIVES

TITLE OF THE PAPER: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course code: EC F02

Course Objectives

01. To have an in depth knowledge of the theory as well as practice of investment decision making
02. To Know the theory and practice of portfolio management

TITLE OF THE PAPER: BANK MANAGEMENT

Course code: EC F04

Course Objectives

01. The objective of this course is to equip the students with working knowledge of the theoretical and practical aspects of Banking in the context of new economic scenario.
02. To provide insights into the impact of digitization in Banking Services

TITLE OF THE PAPER: INTERNATIONAL FINANCE & FOREX MANAGEMENT

Course code: EC F06

Course Objectives

01. To understand the significance International Financial Management and its importance in Business
02. To gain knowledge on Forex markets, Determination of Exchange Rate and Interest Rate and their Forecasting
03. To define and measure Forex Risks and to manage Forex Risk

MARKETING ELECTIVES

TITLE OF THE PAPER: AGRO BUSINESS AND RURAL MARKETING

Course code: EC M01

Course Objectives

01. To familiarize the participants concepts and themes in marketing to rural markets
02. To understand the fundamentals of rural marketing concepts needed for application in business management scenarios

TITLE OF THE PAPER: INTEGRATED MARKETING COMMUNICATIONS

Course code: EC M02

Course Objectives

01. To provide key insights and working knowledge to participants on Marketing Communications
02. To provide the conceptual frame of Marketing Communication Elements
03. To discuss modern practices on promotion with respect to digital and online platforms

TITLE OF THE PAPER: RETAIL BUSINESS MANAGEMENT

Course code: EC M04

Course Objectives

01. The objective of the course is to lay the foundation for an understanding of the various dimensions of Retail Management
02. To update the participants the applications of various concepts in Retailing
03. To sensitize the participants about store management perspectives

HUMAN RESOURCES MANAGEMENT ELECTIVES

TITLE OF THE PAPER: TRAINING & DEVELOPMENT

Course code: EC H01

Course Objectives

1. To develop an understanding of the skills, abilities and practical elements of employee development and performance improvement in organizations.
2. To learn to design and conduct needs analyses and to plan, implement and evaluate training programs.

TITLE OF THE PAPER: PERFORMANCE & TALENT MANAGEMENT

Course code: EC H02

Course Objectives

1. To apprise the participants about the importance of Performance Management in Organizations and impart an understanding of the process of managing performance to achieve the organization's current and future objectives.
2. To give insights on how to identify, integrate & retain talent in an organization to deliver high performance.

TITLE OF THE PAPER: COMPENSATION MANAGEMENT

Course code: EC H05

Course Objectives

1. To provide insights into the key HR Function of Compensation in Organizations
2. To understand Wage structures, Legislations and trends in Compensation Management.

SEMESTER 4

TITLE OF THE PAPER: STRATEGIC MANAGEMENT

Course code: CC 21

Course Objectives

01. To expose students to various perspectives and concepts in the field of Strategic Management
02. To help participants develop skills for applying Strategic Management concepts to the solution of business problems
03. To enable to students to use traditional and contemporary analytical tools of Strategic Management

FINANCE ELECTIVES

TITLE OF THE PAPER: MANAGEMENT OF FINANCIAL SERVICES

Course code: EC F08

Course Objectives

01. The objective of this course is to equip the students with working knowledge of the theoretical and practical aspects of Banking in the context of new economic scenario.
02. To provide insights into the impact of digitization in Banking Services

TITLE OF THE PAPER: RURAL ECONOMY & MICROFINANCE

Course code: EC F09

Course Objectives

01. To understand the role of microfinance in rural development
02. To learn microfinance in detail
03. To understand the various aspects of rural banking

MARKETING ELECTIVES

TITLE OF THE PAPER: CONSUMER BEHAVIOUR

Course code: EC M07

Course Objectives

01. To impart expert level of knowledge about modern Consumer Behaviour
02. To provide the conceptual frame of Consumer Behaviour
03. To discuss the impact of changing behavioural patterns on Marketing activities

TITLE OF THE PAPER: MARKETING OF HOSPITALITY & TOURISM

Course code: EC M09

Course Objectives

01. To explain the marketing concepts applicable to hospitality industry
02. To sensitize the participants on functions of marketing related to hospitality industry
03. To help the students develop a marketing career in hospitality industry

HUMAN RESOURCES MANAGEMENT ELECTIVES

TITLE OF THE PAPER: COUNSELING SKILLS FOR MANAGERS

Course code: EC H07

Course Objectives

1. To aid the students in having a clear understanding about the concepts, methods, techniques and issues involved in counseling and comprehensive learning of using various strategies and skills in counseling to deal with employees

TITLE OF THE PAPER: MANAGING INTERPERSONAL & GROUP PROCESS

Course code: EC H09

Course Objectives

1. To provide understanding regarding interpersonal and group processes in Organizations
2. To help participants acquire skills related to team & people management

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TITLE OF THE PAPER: SERVICES MARKETING

Course code: EC M05

Course Objectives

01. To provide key insights and working knowledge to participants in marketing of services
02. To provide the conceptual frame of services marketing
03. To discuss marketing practices in key service industries

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TITLE OF THE PAPER: TRAINING & DEVELOPMENT

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3. To develop an understanding of the skills, abilities and practical elements of employee development and performance improvement in organizations.
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