



# **Shri Mata Vaishno Devi University Katra**

## **School of Business**

### **PROGRAM EDUCATIONAL OBJECTIVES**

**(M.B.A. Two Year Full Time Degree Program)**

**PEO 1:**

Management graduates of the program will contribute in creation, transmission and application of knowledge in the field of management.

**PEO 2:**

Management graduates of the program will be equipped with quantitative and qualitative skills to identify and analyse business challenges; and will design and create business opportunities in a global dynamic environment.

**PEO 3:**

Management graduates of the program will acquire necessary skillset to think strategically, lead, motivate and manage teams thereby enhancing effectiveness and efficiency in business operations.

**PEO 4:**

Management graduates of the program will be able to implement corporate governance and societal values in the real life situation with professional ethics and Code of Conduct.

## Program Outcomes (POs) of M.B.A. Program offered by SoB at SMVDU

The curriculum and syllabi of M.B.A. Two Year Full Time Degree Program is designed to achieve identified Graduate Attributes (GAs) with following POs.

After successful completion of the degree program, a student(s) will be able to;

1. Acquire in-depth knowledge of Management discipline, including wider and global perspectives, with an ability to discriminate, evaluate, analyse and synthesize existing and new knowledge, and integration of the same for enhancement of knowledge. **(Academic Result)**.
2. Analyse complex business problems critically, apply independent judgment for synthesizing information to make intellectual and/or creative advances for conducting research in a wider theoretical, practical and policy context. **(Research and Innovation)**.
3. Think laterally and originally, conceptualize and solve managerial problems, evaluate a wide range of potential solutions for those problems and arrive at feasible, optimal solutions after considering public health and safety, cultural, societal and environmental factors in the core areas of expertise at the national and international levels. **(International / Global Reach)**.
4. Extract information pertinent to unfamiliar industry issues through literature survey and experiments, apply appropriate research methodologies, techniques and tools, design, conduct survey, analyse and interpret data, demonstrate higher order skill and view things in a broader perspective, submit a report about the study in management. **(Practical Knowledge & Industry Interaction)**.
5. Understand management in multifunctional areas like Marketing, Finance, HR, Business Analytics and Supply Chain Management. Also they will be able to demonstrate ability to understand and derive meaningful inferences about organizational performance. **(Functional Specialization)**.
6. Possess knowledge and understanding of group dynamics, recognise opportunities and contribute positively to collaborative-multidisciplinary management research, demonstrate a capacity for self-management and teamwork, decision-making based on open-mindedness, objectivity and rational analysis in order to achieve common goals and further the learning of themselves as well as others. **(Team Work)**.
7. Demonstrate knowledge and understanding of management principles and apply the same to one's own work, as a member and leader in a team, manage projects in the work environment efficiently in respective disciplines and multidisciplinary environments after considering the Socio-economic and financial factors. **(Industry Overview)**.
8. Communicate at all level of strata in the society, regarding complex managerial activities confidently and effectively, such as, being able to comprehend and write effective reports and design documentation by adhering to appropriate standards, make effective presentations, and give and receive clear instructions. Also they will demonstrate an ability to communicate effectively, both in writing and orally. **(Speaking / Writing Skills)**.
9. Recognize the need for, and have the preparation and ability to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competence continuously. **(Continuing Education)**.
10. Acquire and exhibit professional and intellectual integrity, professional code of conduct, ethics of research and scholarship, consideration of the impact of research outcomes on professional practices and an understanding of responsibility to contribute to the community for sustainable development of society. **(Values, Ethics and Professional Integrity)**.
11. Observe and examine critically the outcomes of one's / own actions and make corrective measures subsequently, and learn from mistakes without depending on external feedback. **(Independent and Reflective Learning)**.
12. Adopt a problem solving approach to identify timely opportunity using business innovation to harness the available resources in order to create value and wealth for the stakeholders of the society. **(Employment & Entrepreneurship, Successful Career)**.

Course Outcomes of every course in M.B.A. Program are mapped to POs considering following;

- 0 Value = Addressing to Zero Degree
- 1 Value = Addressing to Low Degree
- 2 Value = Addressing to Medium Degree
- 3 Value = Addressing to High Degree

CO - PO Mapping for MBA Two Year Full Time Degree Program													
S.No.	Course Code	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
Core Courses													
1	BUL6045	3	2	2	3	3	1	2	1	1	2	1	2
2	BUL6062	3	1	2	3	3	1	2	1	2	1	1	2
3	BUL6034	3	3	3	3	3	3	3	2	3	2	2	3
4	BUL6091	3	3	1	2	2	1	2	1	2	3	2	3
5	BUL6023	3	3	2	2	3	3	3	2	3	3	2	2
6	BUL6017	3	1	2	1	2	1	2	3	0	3	3	3
7	BUL6092	3	3	1	1	3	2	1	3	1	2	1	3
8	BUL6035	3	3	3	3	3	3	3	2	3	2	2	3
9	BUL6046	3	2	2	3	3	1	2	1	1	2	1	2
10	BUL6051	3	1	3	3	2	1	3	1	2	1	1	2
11	BUL6024	3	3	2	2	3	3	3	2	3	3	2	2
12	BUL6036	3	1	3	3	1	1	2	2	1	1	1	2
13	BUL7011	3	1	3	3	2	1	3	1	1	2	1	1
14	BUL7021	3	3	2	3	3	3	2	2	2	3	2	2
15	BUL7015	3	3	3	3	2	1	3	3	1	2	2	2
16	BUT7011*	3	2	2	2	3	3	3	3	1	2	3	3
17	BUL7016	3	1	3	3	2	2	3	2	3	3	2	2
18	BUL7017	3	0	3	3	3	1	3	1	0	3	1	2
19	BUD7011*	3	2	2	2	3	3	3	3	1	2	3	3
20	BUP6011**	2	3	2	2	2	2	3	3	3	2	3	2
21	BUP6012**	2	3	2	2	2	2	3	3	3	2	3	2
22	BUP7011**	2	3	2	2	2	2	3	3	3	2	3	2
23	BUP7012**	2	3	2	2	2	2	3	3	3	2	3	2
Elective Courses													
24	BUE7046	3	2	3	3	3	1	2	1	2	2	1	1
25	BUE7047	3	2	3	3	3	1	3	2	3	3	2	3
26	BUE7048	3	2	3	3	3	2	3	2	3	3	2	3
27	BUE7043	3	2	3	3	3	2	2	1	2	2	1	1
28	BUE7049	3	2	3	3	3	1	3	2	3	3	2	3
29	BUE7036	3	3	2	3	3	2	3	2	3	2	2	2
30	BUE7037	3	1	3	3	2	1	3	1	1	2	2	2
31	BUE7038	3	2	2	3	3	2	3	2	2	1	3	3
32	BUE7039	3	2	2	3	3	2	3	3	2	2	1	2
33	BUE7033	3	3	3	3	3	2	3	2	3	2	2	3
34	BUE7026	3	1	3	2	2	2	3	2	1	2	2	1
35	BUE7027	3	3	3	2	3	3	3	3	2	3	2	2
36	BUE7028	3	2	2	2	3	2	3	3	3	3	2	2
37	BUE7029	3	3	3	2	3	3	3	3	2	3	2	2
38	BUE7021	3	2	2	2	3	2	3	3	3	3	2	2
39	BUE7071	3	1	3	3	2	1	3	1	2	3	3	2
40	BUE7072	3	3	3	3	3	1	3	2	3	2	2	2
41	BUE7073	3	2	3	3	3	2	2	2	3	1	2	2
42	BUE7074	3	3	3	3	2	1	3	2	2	1	2	2
43	BUE7075	3	3	3	3	3	2	3	3	2	2	2	3

\*Summer Training and Dissertation

\*\* Software Practical's