



2.6.1 A

Arihant Education Foundation's
ARIHANT INSTITUTE OF BUSINESS MANAGEMENT (AIBM)

Program Outcomes (PO's) - MBA

PO-1. Generic and Domain Knowledge –

Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues

PO-2. Problem Solving & Innovation –

Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.

PO-3. Critical Thinking –

Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions

PO-4. Effective Communication –

Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large

PO-5. Leadership and Team Work –

Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.

PO-6. Global Orientation and Cross-

Cultural Appreciation; Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.

PO-7. Entrepreneurship –

Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

PO-8. Environment and Sustainability –

Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.



PO-9. Social Responsiveness and Ethics –

Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.

PO-10. Life-Long Learning –

Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

Program Specific Outcomes (PSO's)

PSO – A) Marketing Specialization

- Enhances Communication Skill
- Develops the research ability about market.
- Creates ability to prepare strategic Plans.
- Helps to analyze consumer behavior.

PSO – B) Finance

- Helps to develop the knowledge of financial analysis.
- Helps to enhance the decision making analysis in financial are.
- Helps to draw financial plans and its accurate application.
- Develops the ability of Investment analysis and planning.

PSO – C) Human Resource

- Helps to analyze human beings for recruiting right person to right job (Staffing).
- Helps in learning about human resource practices.
- Develops supervision quality.
- Creates ability to built good human relations in the organization.
- Creates ability to understand human behavior in different situations.



**Course Outcomes
MBA Program**

Paper Code	Course Name	Course Outcome
101	Accounting For Business Decisions	To understand the basic concepts of financial accounting, cost accounting and management accounting.
		To know various tools from accounting and cost accounting this would facilitate the decision making
		To develop analytical abilities to face the business situations.
102	Economic Analysis for Business Decisions	Students are equipped of management with time tested tools and techniques of managerial economics to
		Enable them to appreciate its relevance in decision making.
103	Legal Aspects of Business	Students are acquainted with general business law issues to help become more informed, sensitive and effective business leaders
		Students are given understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.
104	Business Research Methods	To understand the concept and process of business research in business environment.
		Students are equipped with the use of tools and techniques for exploratory, conclusive and causal research.
		Students understood the concept of measurement in empirical systems.
105	Organizational Behaviour	Use statistical techniques for analysis of research data.
		Gained a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective.
		Obtained frameworks and tools to effectively analyze and approach various Organizational situations.
106	Basics of Marketing	Studied how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness
		Introduced marketing as a business function and a philosophy
		The emphasize importance of understanding external environment in marketing decision making
107	Management Fundamentals	Exposure to students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.
		Understood the various concepts of management
		Made the students understand the contemporary management practices
		Learnt highlights of professional challenges that managers face in various organization
		Learnt to appreciate the emerging ideas and practices in the field of management.
		To acquaint the students with fundamentals of communication and help them to transform their communication abilities.



108	Business Communication Lab	<p>To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.</p> <p>To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.</p> <p>To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications</p> <p>To provide students hands on experience on MS Excel Utilities</p> <p>To gain proficiency in creating solutions for Data Management and Reporting</p>
109	MS Excel and Advanced Excel Lab	<p>To acquaint students with basic aspects of an Enterprise.</p> <p>To guide the students in analyzing an Enterprise w.r.t. a set of basic parameters.</p>
115	Enterprise Analysis - Desk Research	<p>To help the students assimilate basic jargon and its meaning w.r.t. Enterprise Analysis.</p> <p>To introduce the concept of Marketing Mix as a framework for Marketing Decision making.</p> <p>To sensitize the students to the dynamic nature of Marketing Function.</p>
201	Marketing Management	<p>To emphasize the need, importance and process of Marketing Planning and Control.</p> <p>To understand various concepts related to financial management.</p> <p>To study in detail, various tools and techniques in the area of finance.</p>
202	Financial Management	<p>To develop the analytical skills this would facilitate the decision making in Business situations</p> <p>To understand the role of HRM in an organization</p> <p>To learn to gain competitive advantage through people</p>
203	Human Resource Management	<p>To learn to study and design HRM system</p> <p>To understand role of quantitative techniques in managerial decision making.</p> <p>To understand process of decision problem formulation. To understand applications of various quantitative techniques in managerial settings.</p>
204	Decision Science	<p>To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage .</p> <p>To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.</p>
205	Operations and Supply Chain Management	<p>To understand the relationship between Operations & SCM and other business functions, such as Marketing, Finance, and HR</p> <p>To develop conceptual understanding about latest developments in the field of Information Technology</p> <p>To learn to use Information Technology to gain competitive advantage in business</p>
206	Management Information Systems	<p>To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce</p> <p>To equip students with individual and group learning methods</p>



		To understand intelligence and develop emotional competence To develop understanding and competence for personal and managerial effectiveness.
207	Emotional Intelligence and Managerial Effectiveness Lab	To understand basics of project management and learn how to use MS Project 2007 to: A Create a New Project B Build Tasks To understand use of MS Project 2007 to track Project Progress
209	MS Project Lab	To encourage students to develop and use balanced self-determined Behaviour. To help students in enhancing self, increasing life satisfaction and Improving relationships with others.
210	Life Skills Lab	To develop new ability to practice new problem solving skills in group and use these skills in personal life. To help the students understand the dynamics of a specific industry. To acquaint students with various issues particular to an industry.
215	Industry Analysis - Desk Research	To provide a cross-functional perspective of the functioning of a business enterprise and an industry. To expose participants to various perspectives and concepts in the field of Strategic Management To help participants develop skills for applying these concepts to the solution of business problems
301	Strategic Management	To help students master the analytical tools of strategic management. To acquaint the students with a perspective of different facets of management of an enterprise To provide inputs with reference to the Investment Decisions along with the techniques for those decisions
302	Enterprise Performance Management	To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing To develop the knowledge of the concept of auditing and its applicability as performance To instill a spirit of entrepreneurship among the student participants. To provide an overview of the competences needed to become an entrepreneur
303	Startup and New Venture Management	To give insights into the Management of Small Family Business To offer the opportunity for the students to acquire on skills, knowledge, perceptions with the experience for professional identity. To provide means to immerse students in actual supervised professional experiences.
304	Summer Internship Project	To give an insight into the working of the real organizations. To gain deeper understanding in specific functional areas. To appreciate the linkages among different functions and departments. To develop perspective about business organizations in their totality. To help the students in exploring career opportunities in their areas of interest. To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.



		To design and produce, evaluate a research proposal & understand the quality of research studies.
305MKT	Contemporary Marketing Research	To learn the basic skills to conduct professional marketing research. To understand the applications of business research tools in Marketing decision making To highlight the importance of understanding consumer behaviour in Marketing. To study the environmental and individual influences on consumers
306MKT	Consumer Behaviour	To understand consumer behaviour in Indian context. To provide an overview of the range of tools available for Marketing Communications To provide an understanding of the basic principles of planning and execution in Marketing Communications
307MKT	Integrated Marketing Communications	To acquaint the with concepts and techniques in the application for developing, designing an effective advertising, promotion To sensitize students to the various facets of advertising, public relation and promotion management. To develop a managerial perspective and an informed decision-making ability for effectivetackling of promotional situations. To make the students appreciate the various facets of the job of a product manager. To highlight the strategic role of product management in organizational and functional context.
308MKT	Product Management	To emphasize the financial and other metrics of effective product management. To introduce different approaches to measuring brand equity. To provide conceptual framework for managing brands strategically.
309MKT	Strategic Brand Management	To emphasize the role of brands, the concept of brand equity and the advantages of creating strong brands. To provide insights into how to create profitable brand strategies by building, measuring and managing brand equity. To familiarize students with the terms, concepts, and nature of Business-to-Business Marketing. To expose the students to the industrial marketing functions of firms.
318MKT	Business to Business Marketing	The course introduces to the participants the specifics of marketing mix for Business-to-Business Marketing. To understand the basic concepts in Income Tax Act, 1961. To Calculate Gross Total Income and Tax Liability of an Individual.
305 FIN	Direct Taxation	To acquaint with online filling of various forms and Returns. To enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services. To acquaint students with various techniques used for Strategic Cost Management
306 FIN	Financial Systems of India, Markets & Services	To develop an understanding of the adoption of various techniques of SCM for obtaining sustainable competitive advantage



307 FIN	Strategic Cost Management	To make the student familiar with the integration of various techniques in decision making To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management To highlight the importance of various decision making areas of financial management
309 FIN	Corporate Finance	To know the concept of Financial Restructuring in Companies. To get acquainted with factors leading to financial distress of the organization. To understand alternative sources of capital and planning of the same. To know the significance of the Corporate Governance in the overall functionality of the organization. To understand the basics of Banking and the emergence of Banking in India.
310 FIN	Corporate Financial Restructuring	To get acquainted with the functionality of the Banks.
313 FIN	Banking Operations – I	To know the meaning and use of commonly used technologies in Banking. To make the students understand rationale behind labour laws To equip students with important provisions of various labour laws
305 HR	Labour & Social Security Laws	To give students insight into the implementation of labour laws To orient the students with the concepts related to human resource accounting & compensation management. To facilitate learning related to human resource accounting & compensation management for employees.
306 HR	Human Resource Accounting & Compensation Mgmt	To learn the basic concepts of safety management To study the various provisions of employee health and safety.
307 HR	Employee Health, Safety	To learn fundamental principles of HRIS . Developing specific HRIS skills competencies needed by professionals
310 HR	Human Resource Information System	To create an awareness of fundamental principles, significance and implementation of quality management To use new concepts of TQM in the process of continuous improvement and learning
313 HR	Quality Management System	Apply general ethical principles to particular cases or practices in business. Think independently and rationally about contemporary moral problems.
401	Managing for Sustainability	Recognize the complexity of problems in practical ethics. Demonstrate how general concepts of governance apply in a given situation or given circumstances. To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience. To provide means to immerse students in actual supervised professional experiences
402	Dissertation	To gain deeper understanding in specific areas. To emphasize the significance of services marketing in the global economy



		To make the students understand the deeper aspects of successful services marketing
403MKT	Services Marketing	To provide insights to the challenges and opportunities in services marketing. To provide foundations in components of sales and distribution management. To introduce various facets of the job of a sales manager.
404MKT	Sales & Distribution Management	To focus on decision making aspects and implementation of decisions in sales and distribution management. To provide insights into all functional areas of retailing. To give an account of essential principles of retailing
405MKT	Retail Marketing	To give a perspective of the Indian retailing scenario. To understand rural aspects of marketing To learn nuances of rural markets to design effective strategies
406MKT	Rural Marketing	To enhance deeper understanding of rural consumer behaviour To make the students understand the concept and techniques of international marketing. To train the students to develop plans and marketing strategies for entering into international markets and managing overseas operations.
408MKT	International Marketing	To introduce a systematic understanding of marketing strategy and decision making in dynamic marketing environment. To understand and apply the STP of marketing (segmentation, targeting, positioning).
410MKT	Marketing Strategy	To understand and appreciate the concept of marketing To understand procedural part of Indirect Taxes To acquaint with online filling of various Forms & Returns.
403 FIN	Indirect Taxation	To understand the basic concepts in various Indirect Tax Acts. To make students familiar with the operations in foreign exchange markets. To sensitize students with complexities of managing finance of multinational firm.
404 FIN	International Finance	To highlight the importance of the regulatory framework of international financial transactions w.r.t to India. To provide an alternative framework for understanding financial market behaviour.
405 FIN	Behavioural Finance	To demonstrate how cognitive biases and heuristics influence investment behaviour and determine asset prices. To highlight the basic theories and strategies that makes us aware of behavioral finance and investing.
408 FIN	Online Trading of Financial Assets	To understand how to do the trading of financial assets online To know practically the prerequisites of trading. To analyze the securities using the MIS reports available online. To get acquainted with the changed role of Bank after post 1999 Reforms. To know the lending and borrowing rates along with the various mandatory reserves.



409 FIN	Banking Operations – II	To know the procedural compliances by bank's functionality. To understand the concept of Wealth Management To understand the concept of Portfolio Management
410 FIN	Wealth and Portfolio Management	To understand various tools and methods of evaluating the portfolio Give students insight into the IR scenario in India Make students understand important laws governing IR Create understanding about role of Govt., society and trade union in IR
403HR	Employment Relations	To make students understand HR implications of organizational strategies Understand the various terms used to define strategy & its process
404HR	Strategic Human Resource Management	Understand HR strategies in Indian & global perspective To develop an understanding of the nature, functioning and design of organization
405HR	Organizational Design & Development	Be able to understand the theory and practice relating to the processes of organization development and change Develop insight, competence in diagnostic & intervention processes & skills for initiating organizational processes & change in organizations To make students understand meaning of change and need for organizational Change
408HR	Change Management	To appraise students with the change management process To develop an understanding of the nature and strategies of negotiation. To understand conflict and strategies to resolve the conflict
409HR	Conflict & Negotiation Management	Introduction of CSR: Aims & Objectives, Importance of CSR CSR initiatives: Adopted by organization in Indian Context as well as Global context
410HR	LAB in CSR	Desk Research/ Field Study: Faculty to divide students in a group of 6 each. Groups will visit various industries in nearby area, understand various CSR activities initiated by them & present as well as submit the report on same

