

Bharati Vidyapeeth (Deemed to be University)
Institute of Management and Research, New Delhi

**PROGRAM EDUCATION OBJECTIVES (PEOs), PROGRAM OUTCOMES
(PO) and Program Specific Outcomes (PSOs) of Programmes offered at BVIMR-New Delhi**

Master of Business Administration (General)

Program Education Objectives (PEOs)

PEO1	To provide world class Management Education in the various fields of a business.
PEO2	To improve Business Decision Making Capabilities of upcoming Managers by inculcating the spirit of enquiry so as to make them search for facts and truth and enhance their analytical skills.
PEO3	To enable the management graduates to look at the latest developments, phenomenon and things from different perspectives and thereby motivate them to come out with simple solutions for complex managerial problems.
PEO4	To encourage the Management Graduates to opt for Entrepreneurship as a career option.

Program Outcomes (POs)

On the successful completion of this Program the students will be able to:

PO1	Apply the knowledge of management theories and practices in resolving the business problems.
PO2	Foster analytical and critical thinking abilities for data-based decision making.
PO3	Learn new technologies with ease and be productive at all times
PO4	Read, write, and contribute to Business literature
PO5	Lead other members of the organization in the achievement of organizational goals, contributing effectively to a team environment.

PO6	Act as a responsible citizen of the society and the professional world.
------------	---

Program Specific Outcomes (PSOs)

On the successful completion of MBA Program the students will be able to

PSO 1	Analyze the contemporary situation in the market, latest developments in the field of business, government policies etc. and provide simple and cost effective solutions for resolving the business problems.
PSO 2	Make timely and apt decisions aimed at achieving the set objectives of the organization.

MBA Semester I

101 -Management Concepts and Applications

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Understand the Management Concepts and Managerial Skills.
CO 2	Apply the Principles of Management in practice
CO 3	Use the effective Leadership styles in the organization
CO 4	Analyze the recent trends in the field of Management and adapt to the changed scenario.

102 -Managerial Economics

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Apply the knowledge of Managerial Economics in balancing the demand and supply in the market, resource management etc.
CO 2	Determine the pricing strategies based on the objectives of the organization.
CO 3	Make right decisions after studying the Government Policies and Regulations.
CO 4	Understand the market dynamics in terms of its structure , level of competition etc.

103 -Financial and Management Accounting

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Learn the theoretical base of Financial Accounting
CO 2	Prepare the Final Accounts of a Sole Proprietor by following Accounting Mechanics.
CO 3	Update with the knowledge of International Accounting Standards and International Financial Reporting Standards (IFRS)
CO 4	Learn the importance and Functions of Cost Accounting and Management Accounting
CO5	Apply the technique of Budgetary Control for Cost control

CO6	Take decisions by applying Marginal Costing and Standard Costing
------------	--

104 - Organizational Behavior

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Apply the knowledge of Organizational Behavior gained through the theories , concepts etc.
CO 2	Understand the learning theories and its application in the development of strategies
CO 3	Build teams that works hand in hand in the pursuit of set goals and objectives.
CO 4	Understand the group dynamics and resolve the conflicts amicably.

105 - Statistical Techniques

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Understand various statistical tools and their applications in Business
CO 2	Analyze the importance of Statistical Techniques in different functional areas of Management
CO 3	Develop numerical ability to solve examples on various topics and specifically formation and Testing of Hypothesis
CO 4	Apply Correlation and Regression Techniques in Business applications

106 - Legal Aspects of Business

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Understand the Legal Aspects of Business concepts
CO 2	Identify and demonstrate the dynamic nature of the environment in which Legal Aspects decisions are taken and appreciate the implications for determination and implementation.
CO 3	Develop the students' skills in applying the Legal issues problem solving in an enterprise.

CO 4	Develop an understanding of the concepts like application of new legislations
CO5	Develop strong plans and persuasively communicate recommendations and rationale.
CO6	Discuss the scope of legal aspects and its role in the development of strategy.

107 - Business Communication

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Understand the concepts and techniques of effective communication skills.
CO 2	To familiarize with the process of communication
CO 3	Develop the students' skills in applying the techniques of effective communication in their personal and professional life.
CO 4	To enable students to understand the different dimensions of business communication
CO5	Develop strong speaking, reading, listening and writing skills and ensure that students use them effectively in future.
CO6	Discuss the scope and managerial importance of effective communication skills and its role to succeed in professional life.

MBA Semester II

201 -MARKETING MANAGEMENT

COURSE OUTCOMES: At the end of the Course, the students will be able to:

1	CO 1	Gain a solid understanding of key marketing concepts and skills.
2	CO 2	Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
3	CO 3	Develop the students' skills in applying the analytical perspectives on the concepts of marketing and the decisions related to segmentation, targeting and positioning, determining marketing mix etc.
4	CO 4	Develop an understanding of the underlying concepts, strategies and the issues involved in the exchange of products and services and control the marketing mix variables in order to achieve organizational goals.
5	CO5	Develop strong marketing research plans and persuasively communicate your recommendations and rationale.
6	CO6	Discuss the scope and managerial importance of marketing research and its role in the development of marketing strategy

202 - Financial Management

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Understand Nature, Scope, Functions and Objectives of Financial Management
CO 2	Apply the techniques of Capital budgeting in making Investment decision.
CO 3	Estimate the working capital requirement of a firm and management of working capital.
CO 4	Know about sources of long term finance domestic and international and scenario of venture capital
CO5	Analyze factors considered in designing Capital Structure, apply techniques of EBIT EPS Analysis, Leverage and calculation of Cost of Capital
CO6	Apply techniques of Financial Statement Analysis like Ratio Analysis, Funds Flow Analysis and Cash Flow Analysis

203 - Human Resource Management

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Understand the role of Human Resource Management in achieving the set organizational goals and objectives.
CO 2	Prepare a human resource plan for an organization.
CO 3	Analyze the training needs of the employees and accordingly plan the training programme for them.
CO 4	Design a compensation plan for the different employees in the organization and administer the same.
CO5	Evaluate the performances of the employees.
CO6	Build, develop and nurture the relations with the employees through employee engagement practices.

204 - International Business

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO 1	Understand the global business environment.
CO 2	Settle import, export and counter trade through NOSTRO and VOSTRO accounts.
CO 3	Develop import and export strategies.
CO 4	Do a risk assessment.

205- Production and Operations Management

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO 1	Know Production and Operations Management concepts and skills.
CO 2	Identify and demonstrate the dynamic nature of the environment in which Operations Management decisions are taken and appreciate the implications for Operations strategy determination and implementation.

CO 3	Develop the students' skills in applying the analytical perspectives on the concepts of Production and the decisions related to Plant Location, Plant Layout, Inventory Management etc.
CO 4	Develop an understanding of the concepts like Maintenance, Total Productive Maintenance, Quality Assurance etc.
CO5	Develop strong Production plans and persuasively communicate recommendations and rationale.
CO6	Discuss the scope and managerial importance of Production and Operations Management and its role in the development of Production strategy

206- Research Methodology

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO 1	Develop understanding on different applications of research for managerial decision making
CO 2	Explain key research and summarize the research articles and research reports
CO 3	Have basic awareness of data analysis-and hypothesis testing procedures.
CO 4	Apply Correlation and Regression Techniques in Business applications
CO5	Design questionnaires and administer simple survey based projects.
CO6	Explain the rationale for research ethics

207- Business Environment

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO 1	Identify the environmental factors affecting an organization and carry out an analysis of the external environment
CO 2	Apply the knowledge of the economic environment and policies, in a work situation, thus have a better understanding of how organizations function
CO 3	Develop the knowledge about the Regulatory, Legal and Constitutional environment by which the businesses are controlled and within which they operate
CO 4	Develop sensitivity toward societal needs while being a part of the corporate and help corporate to become socially responsible.
CO5	Identify the importance of the role of Technology in businesses and prepare to

	adapt to the changing technology
CO6	Enhance the business perspective from the national to the global so as to better understand the benefits and challenges faced by business firms

208- Business Ethics and Corporate Governance

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO 1	Explain the relationship between ethics, morals and values in the workplace.
CO 2	Prepare an ethical code of conduct.
CO 3	Apply the knowledge of ethics in the real–world context such as socio-environmental issues.
CO 4	Do an ethics audit.

Semester III

301 – Strategic Management

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Analyze internal and external environment concerning a business enterprise.
CO 2	Develop a strategic framework
CO 3	Formulate strategies for the achievement of an organization's set goals and objectives.
CO 4	Implement the strategies and evaluate the outcome.

302 – Operations Research

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Apply the knowledge of Operations Research in Business Management.
CO 2	Use the LPP and Transportation Problem for key decision making related to a Business.
CO 3	Determine the critical path by using PERT
CO 4	Provide optimum solutions to an organizations by using different OR techniques

303 – Entrepreneurship Development

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Develop an entrepreneurial attitude
CO 2	Prepare a business plan for a new business venture
CO 3	Manage a small family business effectively.
CO 4	Mobilize resources for a new and existing business enterprise

MK01: Consumer Behaviour

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO1	Gain a sound understanding of Consumers' Behaviour in the market-place and the concepts related to it.
CO2	Analyze the business environment and understand its influence on the consumers' behaviour.
CO3	Identify new market segments.
CO4	Understand the nitty-gritties of consumer and organizational buying decision process.
CO5	Apply the knowledge of consumer behaviour in devising marketing strategies, changing

	consumers' attitudes etc.
CO6	Discuss the scope and managerial importance of consumer research and its role in designing marketing strategies.

MK02: Services Marketing

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO1	Understand the difference between goods and services marketing
CO2	Know the importance of Services Sector in the economy.
CO3	Determine the Service Marketing Mix of a particular service.
CO4	Develop insights into service quality and its measurement
CO5	Design Service Quality strategies aimed at avoiding service quality gaps.

FM01 – Investment Analysis and Portfolio Management

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO1	Understand the concepts and importance of investments.
CO2	Know types of Investments option available in India
CO3	Comprehend the concept and process of portfolio construction
CO4	Make investment decisions for themselves and for others.

FM02 – Management of Financial Services

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO1	Develop insights about the principles and practices of prominent financial services in the contemporary scenario
CO2	Understand the functioning of financial services in India
CO3	Know the various sources of finance available to an existing business enterprise and a new one.
CO4	Understand the financial market operations.

Semester IV

401: Project Management

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Do project planning and scheduling
CO 2	Ensure quality at different stages of the project
CO 3	Manage a Project Team
CO 4	Assess the project performance and streamline the efforts

402: Environment & Disaster Management

COURSE OUTCOMES: At the end of the Course, the students will be able to:

CO 1	Understand the importance of environment in the life of living things.
CO 2	Identify and learn basics of environment as Science.
CO 3	Develop the students' knowledge in environment related to pollution, soil erosion, forest fire, etc.
CO 4	Develop an understanding of the concepts like types of Disaster.
CO5	Develop and apply rehabilitation and recovery techniques in Disaster Management.
CO6	Discuss the scope and managerial importance of Disaster Management and role of technology in the development of Disaster Management.

MK03: Integrated Marketing Communications

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO 1	Develop deep insights into key Integrated Marketing Communications (IMC) concepts and skills therein.
CO 2	Design an Integrated Marketing Communications (IMC) plan, implement and control the same.
CO 3	Identify the challenges in Marketing Communications and address them effectively by using contemporary tools of Integrated Marketing Communications.
CO 4	Design Integrated Marketing Communication (IMC) Strategies.

CO5	Evaluate the Integrated Marketing Communications (IMC) Programmes.
CO6	Understand the recent tools of Product / Service promotion.

MK04: Sales and Distribution Management

COURSE OUTCOMES: At the end of this Course, the learner will be able to:

CO 1	Gain a sound understanding of the concepts related to Sales and Distribution Management.
CO 2	Organize and manage the sales force efficiently.
CO 3	Prepare a sales plan for achieving the set goals and objectives.
CO 4	Forecast the sales for a given product (s).
CO5	Design a distribution channel for a particular product or service.
CO6	Detect and resolve the channel conflicts.

Bachelor of Computer Applications

Programme Education Objectives (PEO):

The Graduates will:

PEO1: Develop analytical, problem solving and designing skills to generate creative solutions to tackle technical, business and social challenges.

PEO2: Pursue advanced education and excel in professional career in Computer Applications and related disciplines.

PEO3: Exemplify effective communication skills, team spirit and leadership qualities, work conventionalities and be able to adapt to the challenges of a dynamic job environment.

PEO4: Contribute to the growth of the nation and society by applying acquired knowledge.

Program Outcomes (POs):

At the end of the programme students will be able to:

PO1: Gain in depth knowledge in programming skills by practicing through programming practical sessions, training and workshops, industry-based projects etc.

PO2: Apply knowledge gained to identify and analyze problems that seeks computerized solutions.

PO3: Design and develop algorithms and implement robust software applications using latest technological skills.

PO4: Inculcate communication skills, leadership qualities and to work in teams to achieve goals and objectives.

PO5: Abreast themselves in recent and upcoming technologies for computing practices.

PO6: Follow professional software engineering practices by applying contextual knowledge to assess societal and legal issues.

Programme Specific Outcomes (PSO):

At the end of the programme students will be:

PSO1: Understand the basic concepts of Computer Organization and Architecture, Operating Systems, Database Management Systems, Computer Networks etc.

PSO2: Understand standard software engineering practices, software testing and project management concepts and apply them in the software development process.

PSO3: Become proficient in different programming paradigms like structured programming and Object Oriented Programming, SQL, Internet Programming etc. and develop applications for the real-world problems.

Bachelor of Business Administration

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

PEO1: To encourage the Management students to opt for Entrepreneurship as a career option.

PEO2: Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.

PEO3: Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.

PEO4 : Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.

PEO5: Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.

PROGRAM OUTCOMES (PO):

PO1: To Act as a responsible citizen of the society and the professional world.

PO2: To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner.

PO3: To understand finance and other core business content and new venture development.

PO4: To develop and implement functional and general management skills to make strategic decision in current era

PO5: To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.

PO6: To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills.

PROGRAM SPECIFIC OUTCOMES (PSO):

PSO1: Analyze the contemporary situation in the market, latest developments in the field of business, government policies etc. and provide simple and cost effective solutions for resolving the business problems.

PSO2: Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.

PSO3: Make timely and apt decisions aimed at achieving the set objectives of the organization.

PSO4: Communicate in a business context in a clear, concise, coherent and professional manner.

PSO5: Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.