

# Noorul Islam Centre for Higher Education

(Deemed to be University u/s 3 of the UGC Act 1956)

Kumaracoil, Thuckalay, Kanyakumari District - 629 180

Accredited by NAAC with 'A' Grade

MS25 MASTER OF BUSINESS ADMINISTRATION



## Student Performance and Learning Outcomes

**MS25 MASTER OF BUSINESS ADMINISTRATION**

Programme outcome (PO)	
PO-A	An ability to identify, analyze formulate and use the appropriate managerial skills for obtaining solution.
PO-B	An ability to function effectively on multi- disciplinary terms.
PO-C	Apply conceptual business foundations to solve practical decision –making problems.
PO-D	Recognize and address ethical issues and values and apply them in organizational settings.
PO-E	Integrate tools and concepts from multiple functional area(i.e. finance, Marketing, operations, logistics, etc) to solve business problems.
PO-F	Identify business opportunities, design and implement innovations in work space.
PO-G	An ability to communicate effectively, both in writing and orally.
PO-H	A Knowledge of contemporary issues.
PO-I	An ability to demonstrate a critical awareness of current issues.
PO-J	Entrepreneurship and Innovations skills will help them to implement their ideas in the start- ups.
PO-K	Incorporate diversity and multicultural perspectives in business decisions.
PO-L	Identify and analyze the research gaps.

PROGRAMME SPECIFIC OUTCOME(PSO)	
PSO1	Students at the time of graduation will be able to apply fundamental knowledge of managerial competency and critically analyze problem to provide basic idea of management and applications.
PSO2	Students at the time of graduation will be able to manage and control all managers to analyze various managerial skill and Development
PSO3	Students at the time of graduation will be able to apply approach the Research problem to find the solutions for complex problems.
PSO4	Students at the time graduation will be able to apply domain knowledge and expertise for enhancing research capacity to transform innovative ideas into reality.

Sl.No	Subject Code	Subject Name
<b>SEMESTER II</b>		
1.	MS2508	Marketing Management
2.	MS2509	Financial Management
3.	MS2510	Human Resource Management
4.	MS2511	Production and Operations Management
5.	MS2512	Research Methodology
6.	MS2513	Management Information Systems
7.	MA2507	Operations Research for Management
8.	MS2571	Business Application Software
<b>SEMESTER IV</b>		
9.	MS25C6	Training and Development
10.	Ms25D5	Inventory Management and control

11.	MS25J4	Hospital Materials Management
12.	MS25F6	Aviation Management
13.	MS25B3	International financial management
14.	MS25A1	Service Marketing & customer relationship management
15.	MS25H4	Commercial Aspects of Shipping and Marine Insurance
16.	MS2516	Business Analytics
17.	MS25P5	Final Internship Project

MS2508 –Marketing Management	
CO1	Explain the core concepts of marketing and the marketing environment: Understand the STP
CO2	Understand and demonstrate the consumer behavior and their buying process
CO3	Will be able to design the marketing mix
CO4	Understands Market research, Will learn about the types of market research, tools and techniques used in them
CO5	To know the global environment, current trends in marketing

MS2509 Financial Management	
CO1	Upon completion of the unit on Financial Management Overview students will be able to: Describe the basic concepts, relationship between risk and return and Illustrate the valuation of securities
CO2	Upon completion of the unit on Sources and Cost of Capital students will be able to: List the Sources of Finance and Illustrate the various financial instruments
CO3	Upon completion of the unit on Working Capital Management students will be able to: Describe the principles, basic concepts, Determinants, Issues, Estimation of Working Capital and its sources
CO4	Upon completion of the unit on Capital Structure and Dividend Policy students will be able to: Illustrate the Design of capital structure and describe the policy and forms of Dividend
CO5	Upon completion of the unit on Capital Budgeting students will be able to: Illustrate the evaluation techniques and project selection Under capital budgeting

MS2510 –HUMAN RESOURCE MANAGEMENT	
CO1	Explain the importance of human resources and their effective management in organization.
CO2	Outline the current policy and practices of recruitment and selection.
CO3	Describe appropriate implementation, monitoring and assessment procedures of training
CO4	State the significance of employee benefits to both employers and employees.
CO5	Explain the importance of performance management system in enhancing employee performance.

MS2511-Production and operations Management	
CO1	To understand various systems carries in a company.
CO2	To understand the logout procedures carried out in a company.
CO3	To understand the various planning strategies carried out in on manufacturing firm .
CO4	To help understand the inventory management system carries out in a company.
CO5	To Understand the quality measures taken by the company to improve production process.

MS2512- Research Methodology	
CO1	To provide an insight into the fundamentals of social science Research and to acquire practical knowledge and required skills in carrying out research
CO2	To learn about the various research designs and techniques
CO3	To know about the different data collection methods on research
CO4	To Evaluate the analysis of data
CO5	To provide inside about the report writing process and its techniques

International Financial Management -MS25B3	
CO1	Upon completion of the unit on International finance and documentation students will be able to: Describe the emerging challenges of International financial markets, exchange rates, international trade risks and documentation
CO2	Upon completion of the unit on Exchange rate theories students will be able to: Illustrate the determination of exchange rate
CO3	Upon completion of the unit on International Monetary system students will be able to: List the features and reforms of International monetary system and European Monetary system
CO4	Upon completion of the unit on Factors affecting Exchange rates students will be able to: Describe macro economic factors affecting exchange rates and Balance of payments
CO5	Upon completion of the unit on Currency Derivatives students will be able to: Describe the role of international portfolio investors and illustrate the features, options and swaps

MS25J4-Hospital Materials Management	
CO1	The students will be able to explain materials cycle and its management
CO2	The students are expected to be thorough with the elements of purchasing system
CO3	The students will be able to understand the maintenance of equipment
CO4	The students will be able to describe the movement and distribution of materials
CO5	The students will be able to demonstrate the application of scientific materials management

MS25A1 –Service Marketing and Customer Relationship Management	
CO1	To explain the definition, different types of services, service selection in India, Environment of service
CO2	Understand the CRM, Concepts of CRM and practices, STP in various services
CO3	Frame traditional marketing mix elements in services
CO4	Illustrate people and physical evidence: Explain the service progress
CO5	Demonstrate applications of service marketing in hospitals, educational institutions, tourism, Gap model

MS25D5-Inventory Management and Control	
CO1	The students will understand the basic concepts of inventory control
CO2	The students are expected to be thorough with the use of inventory techniques
CO3	The students will be able to understand the classification of inventory
CO4	The students will understand the models and information systems of inventory

CO5	The students will be able to demonstrate the concepts of material resource planning
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MS25C6 TRAINING AND DEVELOPMENT	
CO1	To list the training and development needs and types.
CO2	Explain the organizational, societal and individual costs and benefits of training and development.
CO3	Develop, analyze and apply advanced training strategies & specifications for the delivery of training program
CO4	Demonstrate appropriate implementation monitoring & assessment procedures of training.
CO5	Evaluate training programs using appropriate design and techniques.

MS25P5- Final Internship Project	
CO1	Demonstrate a sound knowledge of their selected project topic.
CO2	Students will acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.
CO3	Students will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms..
CO4	Students will acquire collaborative skills through working in a team to achieve common goals.
CO5	Students will be able to learn on their own, reflect on their learning and take appropriate actions to improve it.