

**MATOSHRI COLLEGE OF MANAGEMENT AND RESEARCH CENTRE,
EKLAHARE**

MBA PROGRAM OBJECTIVES AND OUTCOMES

The MBA program prepares a student for a career in diverse sectors of the industry domestically and globally. The MBA program facilitates learning in theory and practice of different functional areas of management and equips the students with an integrated approach to various functions of management. However, the demand for managerial skills is not limited to the industry. Managerial talent is much sought by the Government Sector, NGOs, non-corporate sector as well.

Students also expect to become entrepreneurs. Their aspirations also require a broad based learning encompassing the end to end processes involved in developing entrepreneurial skills. Institutes, Faculty and Students need to move away from the excessive focus on industry and look at needs and demands of broader sections of the society also.

Program Educational Objectives (PEOs):

1. **PEO1:** Graduates of the MBA program will *successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.*
2. **PEO2:** Graduates of the MBA program will possess excellent *communication skills*, excel in *cross-functional, multi-disciplinary, multi-cultural teams*, and have an appreciation for *local, domestic and global contexts* so as to manage *continuity, change, risk, ambiguity and complexity.*
3. **PEO3:** Graduates of the MBA program will be appreciative of the significance of *Indian ethos and values in managerial decision making* and *exhibit value centered leadership.*
4. **PEO4:** Graduates of the MBA program will be ready to *engage in successful career pursuits* covering a broad spectrum of areas in *corporate, non-profit organizations, public policy, entrepreneurial ventures* and engage in *life-long learning.*
5. **PEO5:** Graduates of the MBA program will be recognized in their chosen fields for their *managerial competence, creativity & innovation, integrity & sensitivity* to local and global issues of social relevance and earn the *trust & respect* of others as *inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs* and change agents.

Program Outcomes (POs): At the end of the MBA program the learner will possess the

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
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.
3. **Critical Thinking** - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
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
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.

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.

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.

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.

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.

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.

Graduate Attributes (GAs): At the end of the MBA program the learner shall exhibit:

GA1: Managerial competence

GA2: Proficiency in Communication, Collaboration, Teamwork and Leadership

GA3: Competence in Creativity & Innovation

GA4: Research Aptitude, Scholarship & Enquiry

GA5: Global Orientation

GA6: Proficiency in ICT & Digital Literacy

GA7: Entrepreneurship & Intrapreneurship Orientation

GA8: Cross-functional & Inter-disciplinary Orientation

GA9: Results Orientation

GA10: Professionalism, Ethical, Values Oriented & Socially Responsible behaviour

GA11: Life-Long Learning Orientation

COURSE OUTCOMES

MARKETING MANAGEMENT:

Students will know, understand & can apply tools and techniques of –

1. Marketing Research
 2. Consumer Behavior
 3. Marketing Communication
 4. Customer Relationship Management
 5. Business to Business Marketing
 6. Agricultural & Rural Marketing
 7. Services Marketing
 8. Sales & distribution Marketing
 9. Retail Marketing
 10. International Marketing
 11. E Marketing
- Students will be able to grasp any live project related to Marketing
 - Students can handle marketing responsibility in any organization
 - Students can set up their own enterprises related to marketing like Advertising Agency, Marketing Consultancy, Event Management and Online Media Marketing.

FINANCE MANAGEMENT

Students will be able to calculate & apply techniques of –

1. Direct Taxation
2. Financial System of India , Markets and Services
3. Strategic Cost Management
4. Corporate Finance
5. Banking Operations
6. Financial Instruments & Derivatives
7. Indirect Taxation
8. International Finance
9. Wealth & Portfolio Management
10. Financing Rural Development
11. Practice of Life Insurance

- Students will be able to take financial decisions & Funds management decisions
- Students can set up their own consultancy firms related to financial issues
- Students can also handle any finance related responsibilities in an organization

HUMAN RESOURCE MANAGEMENT

Students will be able to apply tools and techniques in –

1. Labor & Social Security Laws
2. Human Resource Accounting & Compensation Management
3. Employee Health, Safety & Welfare
4. Recruitment and Selection
5. Job Design and Analysis
6. Training and Development
7. Employment Relations
8. Strategic Human Resource Management
9. Organizational Design & Development
10. Global Human Resources
11. Employee Reward Management
12. Conflict & Negotiation Management

- Students will become capable for handling Administration of any organization independently.
- Students will also be able to manage Legal & Administration issues in any organization.
- Students will be able to start their own HR Consultancy firm

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Students will be able to calculate, apply tools, methods and techniques in –

1. Planning & Control of Operations
2. Inventory Management
3. Productivity Management
4. Manufacturing Resource Planning
5. Six Sigma
6. Project Management
7. Operations Strategy and Research
8. Total Quality Management

9. Quality Management Standards
10. World Class Manufacturing
11. Enterprise Resource Planning
12. Lean Manufacturing
13. Supply Chain Management
14. Logistics Management
15. Managing Material Flow in SC
16. Six Sigma
17. Supply Chain Planning
18. Supply Chain Coordination
19. Strategic SCM
20. Knowledge Management in SC
21. Green Logistics & SCM
22. Enterprise Resource Planning
23. Purchasing & Supplier Relationship Management
24. Global Logistics

- Students will be able to suggest cost reduction and control techniques related to Operations, Maintenance, ERP, Quality and Project Management.
- Students will also be able to apply techniques related to TQM, Six Sigma and Lean Manufacturing.
- Students will be able to independently and efficiently handle Supply Chain Management department of any organization and make it profitable.
- Students will be able to reduce wastages and cost related to supply chain management in any organization

BUSINESS ANALYTICS

Students will be able to calculate, apply tools, methods and techniques in –

1. **Data extraction:** Investigate data to establish new relationships and patterns
2. **Predictive Analytic and Predictive Modeling:** Analyze the correlation between different variables
3. **Logistic Regression:** Analyze the possibility of default and generate customer records
4. **Problem analysis:** Understand and explore problems in business
5. **Data interpretation:** Use tools such as Excel and open source to interpret data
6. **Problem-solving:** Use analytics to solve business problems