

# SARDAR PATEL UNIVERSITY

## Master of Business Administration

### Program Outcomes (PO)

After completion of two years Master's degree in business management participants will be ready for assuming a managerial position in any functional area of management. Besides participants will learn:

- PO1** To understand management principles and leadership theories for building high performance teams in organization.
- PO2** To develop data analysis skills and demonstrate the ability to interpret data for investigating business problems and formulating strategies to overcome them.
- PO3** To understand various functional areas of management such as marketing, finance, human resource, production and learn problem solving techniques and create strategies to achieve business goals.
- PO4** To develop ability to predict and detect changes in the business environment at domestic and global level and design strategies to adapt to the change.
- PO5** To learn effective communication skills for interaction with various stakeholders within and outside organisation.
- PO6** To develop student's capabilities for generating sustainable competitive advantages and formulating ethical business decisions for organizations.

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## Program Specific Outcomes (POS)

### Financial Management

- PSO1** The participant will learn concepts related to financial management, investment analysis, taxation management and develop an understanding to take finance related decision making independently at corporate level. On reinforced theoretical underpinnings conceptual clarity will be built.
- PSO2** The participants will learn cost concepts and costing techniques, approaches, behaviour of cost and decision making with respect to pricing of goods and services under several contexts.
- PSO3** The participants will learn concepts, conventions and principles influencing operation of capital markets, commodity markets and FOREX markets. They will equip with practical level training in industry related to manufacturing, service and financial markets.
- PSO4** The participants will learn policy changes relating to accounting practices, capital markets, raising capital, international money markets and raising foreign capital by corporate.

### Marketing Management

The participants opting for marketing specialization will acquire knowledge and capability with following specific outcomes.

- PSO1** Facilitate the transformation of bachelor degree holders from diverse fields into highly adept marketing professionals.
- PSO2** Help students to explore practical application of the concepts in marketing management, and empower their future endeavour by developing competency with market segmentation, positioning and marketing mix decisions.
- PSO3** Empowers students to demonstrate the ability to innovate and execute the marketing strategies even in the most daunting of challenges and most trying of circumstances.
- PSO4** Empower students to create synergies amongst the most diverse set of marketing variables and develop their ability to continuously learn, improvise, adapt, energize, excel in the contemporary areas of marketing management.
- PSO5** Providing a strong analytical foundation in key functional areas of marketing management and the allied areas by enabling a high degree of academic flexibility, thereby allowing students to customize their MBA experience.

## Human Resource Management

The participants opting for HR Specialization will acquire knowledge and capability with following specific outcomes:

- PSO1** The HRM specialization will help the students to acquire and develop skill to design rationale decisions.
- PSO2** HR manager will guide the work force, influence their behaviour and motivate them to conduct maximum towards the achievement of organizational goals.
- PSO3** Contribute to the development, implementation, and evaluation of employee in various sub systems of HRM like recruitment, selection, performance management, training, compensation and retention plans.
- PSO4** Analyze the role of human resources in supporting organizational strategy.
- PSO5** Incorporate ethical and legal perspectives into all human resource activities.
- PSO6** Facilitate and support effective employee and labour relations in both non-union and union environments in an organization.
- PSO7** Prepare students for human resource management of global companies.