

Green Heaven Institute of Management and Research, Nagpur

Annexure – I

Program

Outcomes

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Program Specific Outcomes

We, at Green Heaven Institute of Management and Research, are committed to develop young professionals so that they excel in their profession as managers and at the same time become good citizens of the country.

- i. The main objective of the institution is to equip students so as to meet the challenges at the industry, society as well as the economy as a whole through the committed pattern of instructions based on carefully prepared and well-designed curricular aspects.
- ii. To promote an integral and holistic growth of young and inquiring mind by providing quality education at an affordable cost for all categories and status of the society.
- iii. To enforce good competency and social commitment in the work culture of the students.
- iv. To train them for employment and entrepreneurship through carefully analysed and well-designed curriculum. The changing needs of the time are the basis while building a rich corpus of talent. Hence, the main objective of the Institute is to transform the students into meaningful citizens, through well prepared socially committed patterns of instruction.

Subject-wise Course Objectives

Course Code	Subjects		Course Objectives
MBCI-1	Principles of Management	CO1	To study and understand the Concept, Process and Significance of Management;
		CO2	To have a basic understanding of the various Functional Areas of Management
		CO3	To understand the different Management Thought and its importance in modern day perspective
		CO4	To study and apply different management functions
		CO5	To understand the organizing, staffing and directing functions of Management
		CO6	To gain knowledge about the International Management Practices
MBC2-2	Managerial Economics	CO1	understanding of basic concepts of Managerial Economics, analyzing consumer behaviour, Law of demand and supply
		CO2	Student can analyze the decisions related to production and Cost
		CO3	Take business decisions with the understanding of Market structure and Analyse conditions prevailing in each type of market and decide the Pricing Practices accordingly
		CO4	Comprehensive understanding of National income concepts, Business Cycles, Inflation & Deflation and Monetary & Fiscal policies
MBCI - 3	Accounting for Managers	CO1 CO2 CO3 CO4	<ul style="list-style-type: none"> • Analyse profitability and financial position. • Helpful in set-up operation level in industry. • Estimate cash requirements. • Analyse cash flow within industry.
MBCI-4	Business Legislations	CO1	Understand the concept of law of contract
		CO2	Impart basic provisions of Companies Act concerning incorporation and regulation of business organizations
		CO3	Develop awareness about important legislations namely Consumer Protection Act.
		CO4	Gain knowledge about the information technology act.
MBCI-5	Business Communication and	CO1	Understand the various concepts and processes of managerial communication and channels of communication that are currently used in industry.
		CO2	Develop communication skills required for managing a business and successful negotiation.

	Information Systems	CO3	Understand the role of information systems and its applications in managerial decision making of functional efficiency in an organization system security and control.
		CO4	Gain knowledge of information system management in ERP, E-business and business intelligence.
MBCI-6	Research Methodology and Quantitative Techniques	CO1	To have a basic understanding of statistics and its application in managerial decision making
		CO2	To study and have a thorough practice of statistical tools
		CO3	To have a basic understanding of Business Research and the techniques for the same
		CO4	To understand the methods of data collection, sampling and use of statistical tools for hypothesis testing.
		CO5	To prepare students for Project work to be carried in Sem IV.
Sem II			
MBCII-1	Human Resource Management & Organizational Behaviour	CO1	To understand the basic concepts of HRM and to develop qualities of a good HR Manager
		CO2	To study and be able to analyse a job with specifications to Job description and specifications
		CO3	To understand the important concepts in HRM such as HR Planning, Recruitment and selection, Performance Appraisal and Compensation Management
		CO4	Understand the concept of individual and group behavior in organization.
		CO5	Understand different types of motivational theories and conflict management relevant with organization.
MBCII-2	Financial Management	CO1 CO2 CO3 CO4	<ul style="list-style-type: none"> • Determine source for business finance. • Helpful in decision making regarding Project. • Formulate capital structure determine cost of capital. • Estimate working capital requirements and formulate credit policy.
MBCII-3	Marketing Management	CO1	Introduction to the concepts and Environment of marketing, In depth understand of STP(segmentation, Targeting & Positioning)
		CO2	Analytical approach towards first two Ps of Marketing Product and Pricing
		CO3	knowledge about the other Two Ps of marketing, i.e. Promotion and Place

		CO4	understanding concepts of marketing Research and other new emerging concepts in the arena of marketing
MBCII-4	Operations Management	CO1	Understand the recent scenario, trends and functions of operations management.
		CO2	Understand the production planning and different plant layouts for the development of production technique.
		CO3	Know the importance of Material requirement and their methods.
		CO4	Understand the different quality techniques and their benefits
MBCII-5	Cost Accounting	CO1 CO2 CO3 CO4	<ul style="list-style-type: none"> • Helpful in Decision Making. • Studying comparatively profitability. • Analyse flexibility of labour, material and overheads. • Estimate cost at various levels and departments.
MBCII-6	Economic Environment of Business	CO1	To have a basic understanding of the Business environment and relate it to the companies of study.
		CO2	To understand the concept of GDP, budgetary provisions, fiscal deficit and overall economic environment of business.
		CO3	To study and know Consumer Rights, and the laws related to Consumer Protection Trade Marks Act – 1999
		CO4	To understand the concept of Balance of Payment, FI & FII, GAAR & FEMA.
		CO5	To have a basic understanding of the technological - product and process innovation and the concept of time lag.
Sem III			
MBCIII	Strategic Management	CO1	understanding of basic concepts of Strategic Management
		CO2	Knowledge about External Analysis, including Environmental Analysis , Industry Analysis and Portfolio Analysis
		CO3	analytical approach towards Corporate level, Business Level and Functional level strategy
MBFIII - 1	Project Management	CO1	To study and understand the concepts of Project , Project Life Cycle, and Project Management

		CO2	To be able to define and get involved in Project Management Standard – Processes, Process Groups, Process Interactions and Process Mapping
		CO3	To be able to plan purchase and contract, select seller and be able to analyse risk - Quantitative and qualitative
		CO4	To be able to manage project through time planning, and calculation of critical path
		CO5	To understand Project organizations and be able to define role of team and life cycle of team
MBΦIII – 1	Environment Management	Co1	To understand Scope & importance, Need for public awareness- institution in environment
		CO2	To understand the Concept of an Ecosystem, ecosystem degradation, resource utilization
		CO3	To understand Climate change: Green House Effect, Global Warming, Acid Rain.
		CO4	To understand Construction of dams: problems and concerns of resettlement, of affected people
MBEIII-11 Elective I Financial Mgt	Paper 1 Corporate Financial Management Paper 2 Security, Portfolio and Risk Management	CO1	<ul style="list-style-type: none"> • Helpful in Decision about Merger and takeover. • Analyse profitability of project for selection. • Estimate value of business firm. • Formulate dividend policy for wealth maximisation.
		CO2	
		CO3	
		CO4	
MBEIII-11 Elective II Human Resource Management	Paper 1 Training & Development Practices	CO1	To understand the meaning and concepts of Training and development and be able to analyse need of Training(TNA)
		CO2	To be able to define on -the- job and off-the- job training and be able to conduct training programs
		CO3	To understand the importance of training evaluation and be able to chalk out parameters to evaluate the training program
		CO4	To be able to conduct Cost Benefit Analysis of Training program and understand ROI of Training.
		CO5	To understand the different Management Development Programs and be able to organize the same.

MBEIII-11 Elective II Human Resource Management	Paper 2 Performance & Compensation Management	CO1	Understand the concept of performance appraisal and performance appraisal systems.
		CO2	Gain the knowledge of different types of performance appraisal methods.
		CO3	Gain the Knowledge of compensation planning.
		CO4	Understand the importance development.
Marketing Management	Paper 1 Sales & Distribution Management	CO1	understanding marketing Communication in detail, specially decision regarding IMC
		CO2	Study of Media Planning and making decision regarding Media
		CO3	In detail study of Brand and Brand Management including concepts of Brand Equity, Brand Elements, Brand value and Brand Architecture
		CO4	Designing Brand Strategy
Marketing Management	Paper 2 IMC & Brand Management	CO1	understanding marketing Communication in detail, specially decision regarding IMC
		CO2	Study of Media Planning and making decision regarding Media
		CO3	In detail study of Brand and Brand Management including concepts of Brand Equity, Brand Elements, Brand value and Brand Architecture
		CO4	Designing Brand Strategy
Operations Management	Paper 1 Logistics & Supply Chain Management	CO1	Knowledge about the basic concepts of supply chain management
		CO2	Designing supply chain network,
		CO3	Optimised approach towards Network design and transportation Decisions
		CO4	understanding concepts of Advance fleet management and Air Cargo
Operations Management	Paper 2 Operations Research	CO1	To understand the meaning and concepts of Operation Research and study the main phases of operation research and Problem solving
		CO2	To be able to solve inear Programming Problems and understand its Applications
		CO3	To be able to understand assumptions made in assignment problem and also be able to formulate assignment problem

		CO4	To be able to solve and understand characteristics , Assumptions and steps involved in transportation problem
Service Sector Management	Paper 1 Banking & Insurance Services	CO1	Understand Functions of Commercial Banks, Banking Structure in India, Banking services, Types of customers
		CO2	Principles of Lending, Basics of Loan Appraisal, Credit decisionmaking and Review
		CO3	Concept of insurance, principles of insurance. IRDA: powers and functions; Basics of Life Insurance
		CO4	Essentials of general insurance policies, general terms and conditions documentations, underwriting
	Paper 2 Hospitality Management	CO1	To understand Management , scope and functioning of a hotel
		CO2	To have a clear understanding of different Departments and working of Hotel Industry
		CO3	To study the Minor operating departments of Hotel Industry
		CO4	To study safety and security system in Hospitality Sector
Sem IV			
MBCIV-1	Business Ethics & Corporate Governance	CO1	To study need for Business ethics, and the various theories attached to it
		CO2	CSR - Introduction, Advantages, Scope for CSR in India, steps to attain CSR, Prestigious awards for CSR, CSR & Indian Corporations-A Score Card.
		CO3	To understand the systems of corporate Governance and study the Indian Model
		CO4	To study Factors facilitating Globalisation and study its impact on Indian corporate and social culture
		CO5	To study India's Environment Policy, Environment Risk Management, and Environment Audit
MBCIV-2	Entrepreneurship Development	CO1	Explain the Concept, characteristic of successful entrepreneurs: Functions of an entrepreneur
		CO2	Generating business idea – methods of generating ideas, steps in setting up a small business enterprise
		CO3	Understand the Concept of project appraisal , environmental scanning, competitor and industry analysis, feasibility study
		CO4	To understand Entrepreneurial Support system ,(SIDBI), NABARD, NSIC Activities and objectives of institutions supporting

MBCIV-3	Project Work	CO1	Working Knowledge of Research Methodology process
		CO2	Ability to use tools and techniques to solve organizational problems
		CO3	Demonstrate the ability to present the written report of the research carried out by them in a logical form as they deal with the various aspects relating to the preparation of a report and presenting it
MBFIV-2	International Business Management	CO1	To Understand the Concepts, Need and importance of international trade
		CO2	To study Flow And Trends of FDI, EXIM Policy
		CO3	To study Exchange Rate Management and role of RBI.
		CO4	To Understand Political, Economic, Socio- Cultural and Technological, Factors Affecting International Business
MBEIV-Financial Management	Paper 3- Investment Environment & Wealth Management		<ul style="list-style-type: none"> • Measure risk and return for securities. • Investment management in securities. • Estimate volatility of the stock and securities. • Determine appropriate investment strategies
MBEIV-Human Resource Management	Paper 3- Industrial Relations & Labour Laws	CO1	Concept of IR, Background to IR, Evolution of IR in India. Trade Unions
		CO2	Concept of Industrial Conflicts/ Disputes, Classification of Industrial Dispute, Causes & Impact of Industrial Dispute
		CO3	Understand Payment of Wages Act 1936, Minimum Wages Act 1948.
MBEIV-Marketing Management	Paper 3- Consumer Buying Behaviour	CO1	Better understanding of Consumer Behaviour and Decision making process
		CO2	Knowledge about Individual Determinants of CB
		CO3	Study of Group Determinants of CB including role of Reference Group and family in CB
Operations Management	Paper 3-Total Quality Management	CO1	Basic understanding of concept of Total Quality Management
		CO2	Comprehensive knowledge of Statistical Process Control
		CO3	Hands on approach towards Quality improvement Techniques and diagrams involves
		CO4	Learning tools of TQM and TPM
Service Sector Management	Paper 3- Healthcare Management	CO1	To have a better understanding of the issues and challenges of Health Care Management
		CO2	To understand the financial aspects of Health Management System

		C03	To study Models and factors associated with health and diseases
		C04	To understand and comprehend the impact of National health policy
		C05	To study Hazardous Waste Management; Solid & Liquid Waste Handling