

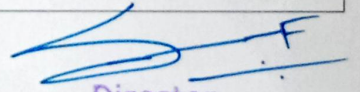
Dnyanvardhini Shikshan Sanstha's
Global Institute of Management, Sangamner

Sr. No. 132/1, Pune-Nasik Highway, Velhale, Tal.Sangamner, Dist. A'nagar-422605

**Master of Business Administration (MBA) – Revised Syllabus 2019
Programme Educational Objectives (PEOs)**

PEO-1	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.
PEO-2	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.
PEO-3	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.
PEO-4	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.
PEO-5	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, entrepreneurs and change agent .




Director

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Program Specific Outcome- MBA(Finance)

PS01	To enable the students to apply the knowledge of Accounting standards, financial analytical tools, costing techniques etc.
PS02	Analyzing the financial performance of an organization applying various tools that aid in decision making.
PS03	The students will be able to identify the relevance of Financing, Investing & Dividend decisions that impact the growth of the firm
PS04	The students are enabled to enhance their knowledge on various financial markets and services provided by the different Financial Institutions
PS05	The students are able to accumulate knowledge of the various services offered by the Banking
PS06	The students will be able to identify the importance of various Insurance products.
PS07	To analyze and understand the financial perspective of risk management in a broader context
PS08	To identify the various avenues of Investment in the per view of risk and return



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Programme Specific Outcomes MBA -(Marketing)

PSO-1	Understand the basic concepts in Marketing, Marketing environment and develop an understanding about communication, Marketing Communication and its usage.
PSO-2	Understand the various types of Advertising, its applications and its usage with effect to marketing scenario, Role of advertising on the global marketing, usage of advertising campaign and estimation of advertising budget.
PSO-3	Analyses the critical aspects of ad-agency ,explaining the history of ad-agency, understand the applicability of advertising media, media planning, media scheduling, and evaluation of advertng effectiveness.
PSO-4	Analyze the importance of personal selling and salesmanship, process of effective selling and involvement of salesmen in sales organization.
PSO-5	Development and usage of management of sales force, methodology for Recruitment, selection, training, motivational and moral of sales force activity.
PSO-6	Develop an understanding about various aspects of Entrepreneurship, its usage and applicability of market survey and its techniques.
PSO-7	Development and usage Nature and growing importance of sales promotion, samples and point of purchases, implementing and evaluating the sales promotion programs, importance of public relations, corporate image building.



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**Program Specific Outcomes -MBA
(Operations & Supply Chain Management)**

PSO-1	Knowledge of problem-solving and decision-making tasks in management and for technological positions in the field of Operations in business
PSO-2	Understanding to manage and lead in all aspects of business, which includes operations management, supply chain management, project management, financial management, etc. and emphasizing each of these areas and others essential for developing managerial leadership like organizational behavior are part of the extensive curriculum.
PSO-3	Knowledge to make business decisions; this includes learning to apply quantitative approaches and to use computer programs and systems in bringing speed to business decision making
PSO-4	Developing and understanding what adds value to a process from a customer's perspective and what degrades the value of a product or a service which in turn helps the student take effective decisions.
PSO-5	Understanding and developing blend of creative and analytical skills.



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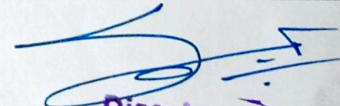
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**Program Specific Outcomes -MBA
(Human Resource Management)**

PSO-1	Gains knowledge of various Human Resource functions
PSO-2	Knowledge of different factors of financial compensation enables to understand in developing a suitable compensation package
PSO-3	Understanding of different techniques of performance appraisal and design of appraisal system.
PSO-4	Understanding that helps in designing of selection process based assessment of manpower requirement.
PSO-5	Knowledge of performance management system, its process, review and analysis
PSO-6	Analysis of various models of performance management.
PSO-7	Understanding of organizational development components and interventions
PSO-8	Understanding of both legally required and discretionary benefits to be provided to an employee in the real time work environment.




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