



FACULTY OF COMMERCE & MANAGEMENT

Post Graduate Diploma in Business Administration

Programme Educational Objectives

PEO1: To enrich working professionals with current business knowledge and skills in functional domains of business administration.

PEO2: To provide learning avenues for managerial professional development and entrepreneurship.

PEO3: To inculcate professional ethics, human values and social responsibility for organizational and societal development.

Programme Outcome

After the successful completion of the one year PG Diploma in Business Administration, the student will be able to:

PO1: Demonstrate professional capability for organizational development and lifelong learning.

Programme Specific Outcomes

After the successful completion of the one year PG Diploma in Business Administration, the student will be able to:

PSO1: Apply professional skills in functional areas of business management for organizational effectiveness.

PSO2: Appraise managerial issues and problems related to the global business.

Programme Matrix: POST GRADUATION DIPLOMA IN BUSINESS ANALYTICS [2019 Batch]

I SEMESTER

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
DSCC	DMG203A11	Management, Behaviour and Communication	<ol style="list-style-type: none"> 1. Apply management thoughts and principles in making management decisions in business. 2. Examine the theories and styles of leadership. 3. Assess the impact of individual behavior on the behavior of organization. 4. Execute skills in writing business communication.
DSCC	DMG203A12	Business Ethics and Corporate Governance	<ol style="list-style-type: none"> 1. Examine the role of business ethics in functional areas of management. 2. Judge business dilemmas to act in an ethical manner. 3. Determine good corporate governance policies for ethical functioning of the organization.
DSCC	DMG203A13	Marketing Management	<ol style="list-style-type: none"> 1. Execute the recent trends in marketing and their implications in business. 2. Apply the principles of segmentation, targeting and positioning to launch a new product. 3. Classify the elements of marketing mix.
DSCC	DBA203A11	Accounting for Managers	<ol style="list-style-type: none"> 1. Apply Generally Accepted Accounting Principles for preparation of the financial statements. 2. Examine the performance of an organization using financial analytical tools. 3. Execute managerial decisions for stream financial efficiency. 4. Evaluate effective budgetary control techniques for optimal utilization of funds.

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II SEMESTER

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any ONE to be Opted]			
DSCC	DMG203A21	Strategic Management	<ol style="list-style-type: none"> 1. Examine the elements of strategic intent. 2. Interpret impact of environmental forces. 3. Classify the levels of strategy in an organization. 4. Support the implementation process.
DSCC	DBA203A21	Financial Management	<ol style="list-style-type: none"> 1. Compute the cost involved in raising capital. 2. Analyze the leverages of companies to measure their financial performance. 3. Appraise profitable projects and investments using evaluation tools. 4. Analyze the composition of current assets and liabilities leading to estimation of working capital.
DSCC	DBA203A22	Human Resource Management	<ol style="list-style-type: none"> 1. Demonstrate the concept of human resource management and its relevance in organizations. 2. Analyze the role of recruitment and selection in realizing the objectives of HRM. 3. Apply advanced training strategies for the delivery of training programs. 4. Differentiate the techniques involved in the performance appraisal process.
GE	DCS303A21	IT for Executives	<ol style="list-style-type: none"> 1. Demonstrate the application of information technology in business. 2. Use word processing, spreadsheets and presentation software at an intermediary level. 3. Analyze the information systems that are used at various levels in an organization.

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