

DJ Academy for Managerial Excellence- Coimbatore

Program outcomes, program specific outcomes and course outcomes

Program Outcome:

1. For DJAME: The Graduate would be a responsible business executive involving in activities that transform the society at large with his/her initiations.
2. He /She will be able to foresee the future and take actions accordingly and make the environment around him/her productive

Program Specific Outcomes:

1. The Graduates will leave the campus as confident individuals, capable of facing tough situations in the workplace with full confidence.
2. They are capable of taking right and lasting business related and society related decisions.

S.No.	Course Code	Course Name	Course Outcome
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Semester I

1	13A	Management Principles and Practice	1. Understand the importance of different functional areas of management 2. Different approaches in Organising the resources and man power in an organisation. 3. Application and importance of Quantitative techniques in managerial decisions. 4. To make the students realise the changing trends in business operations.
2	13B	Organizational Behaviour	1. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization. 2. Demonstrate the applicability of analysing the complexities associated with management of individual behavior in the organization. 3. Analyse the complexities associated with management of the group behavior in the organization. 4. Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.
3	13C	Managerial Economics	1) Develop an understanding of the applications of managerial economics. 2) Design competition strategies including costing, pricing, product differentiation according to the nature of products and the structure of the markets. 3) Demonstrate economic tools to explain the optimal allocation of resources within the firm 4) Analyze real-world business problems and design competitive strategies for business
4	13D	Financial and Management	1. Identify various concepts related to finance & accounting



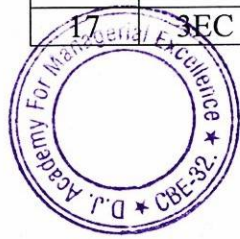
		Accounting	<ol style="list-style-type: none"> 2. Prepare financial statements and cost statements. 3. Analyse and Interpret Financial Statements. 4. Generate financial decisions using CVP analysis and Budgeting techniques 5. To solve problems in Costing & Financial management 6. To prepare different types of budgets and be able to prepare operating budgets, financial budgets and capital budgets 7. To locate and analyse financial data from Annual Reports
5	13E	Quantitative Methods for Management	<ol style="list-style-type: none"> 1. Interpret and communicate the results of a statistical analysis in the context of a business problem 2. Recognize and appreciate the connections between theory and applications 3. Explain how a factor is influencing the other factor to describe the rate of change of one quantity with respect to another. 4. Have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them mathematically or statistically. 5. Document problem solving steps and reliably certify the validity of their methods and results (self-check); and interpret and critically evaluate their qualitative and quantitative results in the context of the original problem, and make recommendations.
6	13F	Corporate Communication	<ol style="list-style-type: none"> 1. Improved communication skills 2. Report writing skills 3. Presentation skills 4. Preparing Resume 5. Interview skills
Semester II			
7	23A	Operations Management	<ol style="list-style-type: none"> 1. Design an organization's performance management process that is compliant with law and supports organizational mission and strategy. 2. Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems. 3. Employ job-related performance standards and performance indicators that reflect the employees range of responsibilities. 4. Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development. 5. Identify and communicate appropriate actions with employees (e.g. training and development, wage increase, promotion, bonus etc.) based on their



			performance strengths and weaknesses.
8	23B	Marketing Management	<ol style="list-style-type: none"> 1. At the end of the term, students will be able to critically analyse the strategies taken by companies to promote their products, 2. Students will be able to suggest alternate strategies to better the product / brand performance. 3. Able to make decisions on promotion mix and right distribution strategy. 4. Choose appropriate promotional tools to carry the message to the targeted customers.
9	23C	Financial Management	<ol style="list-style-type: none"> 1) Evaluate the capital budgeting projects 2) Analyse the impact of cost of capital & capital structure on businesses 3) Demonstrate the importance of working capital on businesses 4) Develop analytical skills to facilitate business decision making 5) Analyse the finances of individual corporations both in terms of their performance and capital requirements
10	23D	Human Resource Management	<ol style="list-style-type: none"> 1. Explain some basic concepts related to human resource planning, recruitment, selection, training, appraisal, compensation, labour welfare etc. 2. Evaluate systematically and strategically the aspects of managing the organization's human assets. 3. Analyse ways and means to implement HR concepts and to achieve competitive advantage through people
11	23E	Quantitative Techniques	<ol style="list-style-type: none"> 1. Mathematical formulation of business problems 2. Solving an LP problem by graphical method and interpret the solution. 3. Recognise and formulate a transportation problem involving large number of shipping routes 4. Construct decision trees for making decisions 5. Determine the probability of completing a project on or before the project schedule 6. Calculate the EOQ for minimising total inventory cost
12	23F	Research Methods for Management	<ol style="list-style-type: none"> 1. Apply understanding of various business research design options, methodologies and analysis methods. 2. Understanding of research process and its types 3. Frame research framework and hypothesis. 4. Understanding of various methods of sampling and data collection 5. Analyse data & interpret results 6. Identify and understand various applications to the design, implementation and evaluation of a research project.
13	23P	Computer Applications in Management	<ol style="list-style-type: none"> 1. Identify major components of computers such as hardware software etc. 2. Create word documents; format those documents, using utilities available with MS Word and to mail



		using SAP	merge documents. 3. Make professional presentation using MS PowerPoint. 4. Work with electronic spread sheets, use in-built functions, create charts and do fundamental data analysis using MS Excel. 5. Identify the need for ERP for its business applications.
Semester III			
14	33A	Business Ethics and Global Business Environment	1. Describe and analyse the investment environment and different types of investment vehicles 2. Explain the logic of investment process 3. Learn Quantitative methods for investment decision making – to calculate risk and expected return of various investment instruments 4. Have an in depth analysis of equity using Fundamental and Technical analysis. 5. Distinguish concepts of portfolio theory and apply its' principles in the process of investment portfolio formation; 6. analyse and to evaluate relevance of stocks, bonds, options for the investments; 7. To successfully create portfolios and manage them and thereby understand the psychological issues in investment decision making 8. To practically apply active and passive investment strategies
15	33B	Management Information System	1. Adopting systems approach to problem solving 2. Integrating different functional areas of business 3. Decision making through system models 4. Using IT as a tool for innovation and sustenance of strategic competitive advantage
Elective – Marketing			
16	3EA	Integrated Marketing Communication	1. At the end of the course, the student would be able to identify the right promotion tool for the right product meant for a particular market condition. 2. Exhibit a deep understanding of promotion as a marketing element. 3. Analyse markets and identify suitable advertising strategies for various products. 4. Design and execute sales promotion activities to improve sales. 5. Identify suitable PR activities for various situations a company may face. 6. Sell products both to individuals and to organisations. 7. Work in and manage a sales team.
17	3EC	Consumer	1. At the end of the course, students should be able to



		Behaviour	<p>understand the internal and external factors that are affecting the consumption behaviour.</p> <ol style="list-style-type: none"> Students should be able to apply the concepts of perception and Learning in differentiating a brand with that of other one. Students should appreciate how the attitude of consumers can be modified through effective communication strategy. The family life cycle and the consumption pattern are to be appreciated by the students while analysing the strategy of companies. Students should be able to understand how a new product is accepted by consumers in the market.
Elective – Human Resources			
18	3EF	Performance Management	<ol style="list-style-type: none"> Design an organizations performance management process that is compliant with law and supports organizational mission and strategy. Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development. Demonstrate the ability to measure performance against agreed goals. Demonstrate communication skills required when managing achievement and underachievement. Designing Management Training and Development plan
19	3EG	Managing Interpersonal Effectiveness	<ol style="list-style-type: none"> Build a healthier self-concept to manage issues and events. Improve in their abilities to connect with others on an interpersonal level of communication. Students will be able to establish appropriate assertiveness techniques to use in the workplace. Discover how early life decisions obstruct & sabotage our success potential and how can we change the course of your life through transactional analysis Demonstrate counselling skills, stress and anxiety management skills.
Elective- Finance			
20	3EH	Financial Services	<ol style="list-style-type: none"> Analyse the various financial products & identify the profitable avenues Identify the emerging areas in the finance industry Explain the regulations of various financial service products Analyse the mergers & acquisition activities of the companies
21	3EI	Equity Research and Portfolio Management	<ol style="list-style-type: none"> Describe and analyse the investment environment and different types of investment vehicles Explain the logic of investment process Learn Quantitative methods for investment decision



			<p>making – to calculate risk and expected return of various investment instruments</p> <p>4. Have an in depth analysis of equity using Fundamental and Technical analysis.</p> <p>5. Distinguish concepts of portfolio theory and apply its' principles in the process of investment portfolio formation;</p> <p>6. analyse and to evaluate relevance of stocks, bonds, options for the investments;</p> <p>7. To successfully create portfolios and manage them and thereby understand the psychological issues in investment decision making</p> <p>8. To practically apply active and passive investment strategies</p>
Elective- Production			
22	3EN	Advanced Production Management	<p>1. Gain an appreciation of the strategic importance of operations in a global business environment and describe the impact of operations on other functions within a firm, as well as on the competitive position of the firm.</p> <p>2. Have thorough knowledge and command of the application of techniques/models which enable a manager to judge the performance of real-life stochastic production and service systems and suggest improvements.</p> <p>3. Gain ability to recognize situations in a production system environment that suggests the use of quantitative techniques to decision problems in production management.</p> <p>4. Identify inefficiency and ineffectiveness in business operations and propose adequate minor changes or major redesigns to improve the process.</p> <p>5. Interpret problems associated with operations and apply operational tools and techniques to analyse such problems to improve performance.</p>
23	3EP	Integrated Materials Management	<p>1. The course will make the students to understand the concepts related to material management and will make the students to apply the learned concepts in whatever field they are seeking a career.</p> <p>2. After this course, any new advancement in material management will be dealt with ease by the students.</p>
24	36A	Summer Placement Project Report and Viva Voce	<p>1. To provide a hands on experience to students on the research project and development of research instruments for data collection.</p> <p>2. To make students to use statistical tools to analyse the collected data and come to an inference.</p> <p>3. To make the students to write an academic report covering introduction and literature review including implications of the study.</p>
Semester IV			



25	43A	Strategic Management : Indian Global Context	<ol style="list-style-type: none"> 1. Identify and explain a company's mission and vision statement and relate and critique these statements to the company's strategic direction. 2. Prepare a SWOT analysis and explain and evaluate the relationship between the SWOT and a company's strategic direction 3. Identify and explain all micro and macro forces that shape a company's strategic plan and determine performance. 4. Analyse a company's strategic plan in the context of the industry life cycle and environment in which it operates 5. Analyse, evaluate, strategies for a single or multi-business organization. 6. Establish metrics to assess and measure strategic performance. 7. Reflect on the various approaches to implementation of strategy.
Elective – Marketing			
26	4EB	Brand Management	<ol style="list-style-type: none"> 1. Understand the importance of Brand positioning and Creating Brand image 2. The value of the brand towards the growth of the organization 3. Students will be able to understand the benefits of creating great brand that runs deep into the customer values. 4. Able to appreciate that brand is immortal due to the value customer have on the brand
27	4EC	Distribution Management	<ol style="list-style-type: none"> 1. Students should be able to make the distribution model for different product types. 2. Should be able to identify different types of distribution approaches available. 3. It should give the clear and strong knowledge on concepts related to distribution management through meaningful and practical interaction during the session
28	4ED	Retail Management	<ol style="list-style-type: none"> 1. At the end of the course, the student would be able to apply the retail metrics to run the retail operations profitably. 2. Students should be able to identify the right layout design for the store depending on the type of product sold and customers visiting the store. 3. Students should be able to identify the ideal location for the establishment of retail store for a given product and customer group. 4. Students should be able to manage the categories profitably applying the quantitative decision tools.
Elective – Human Resources			
	4EE	Employee Training and Development	<ol style="list-style-type: none"> 1. Explain the role of training and development in human resources management. 2. Analyse the training needs of an organization.



			<p>3. Assess, design, access and implement various methods, techniques and sources of training.</p> <p>4. Evaluate the value of the training once completed from the individual employee and the organization's viewpoint.</p> <p>5. Prepare a Development Plan</p>
30	4EG	Labour Welfare and Industrial Relations (Legislations)	<p>1. Understand the key participants, institutions, relationships and processes in employment relations</p> <p>2. Acquire theoretical, practical and ethical perspective on many aspects of industrial relations.</p> <p>3. Analyse theories, models, and paradigms in the field</p> <p>4. Acquire an enhanced ability to influence industrial relations outcomes</p>
Elective- Finance			
31	4EH	International Financial Management	<p>1. To understand the nuances of Balance of Payment</p> <p>2. Understand Foreign Exchange Market derivative Market</p> <p>3. Forecast the movement of foreign exchange</p> <p>4. Manage Foreign exchange risk by hedging and other activities</p> <p>5. Analyse foreign investment proposal</p>
32	4EJ	Cost Management	<p>1) Analyse and understand the cost management techniques</p> <p>2) Measure & classify costs in the organisation</p> <p>3) Apply activity-based cost management techniques to support planning and decision making</p> <p>4) Demonstrate the importance of strategic control systems in organisations</p>
Elective- Production			
33	4EN	Total Quality Management	<p>1. Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.</p> <p>2. Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.</p> <p>3. Measure the cost of poor quality and process effectiveness and efficiency to track performance quality and to identify areas for improvement.</p>
34	4EP	Supply Chain Management	<p>1. In the programme the individual will gain sound foundation in the technical knowledge necessary in the field of supply chain management</p> <p>2. Establish the strategic importance of logistics to achieve business success by creating value through supply chains</p>



Director

Director
D.J. Academy for Managerial Excellence
 Othakkalmandapam (PO)
 Coimbatore - 641 032.