



**THIAGARAJAR SCHOOL OF MANAGEMENT AQAR-2019-20**  
**Program Outcomes (PO)**

The five Program Outcomes of MBA and PGDM programme are as follows:

1. Apply knowledge of management theories and practices to solve business problems. (PO1)
2. Foster Analytical and critical thinking abilities for data-based decision making. (PO2)
3. Ability to develop value-based leadership ability. (PO3)
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business (PO4)
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment (PO5).

**Course and PO Correlation table**

POs	Courses	
<b>PO1</b>  <b>Apply knowledge of Management theories and practices to solve business problems</b>	17PT11	Organizational Behaviour and Management-I
	17PT12	MicroEconomics for Managers
	17PT13	Business Statistics-I
	17PT15	Marketing Management-I
	17PT16	Managerial Communication-I
	17PA11	Seminar on Contemporary Business Issues-I
	17PT21	Organizational Behaviour and Management-II
	17PT22	Macro Economics for Managers
	17PT23	Business Statistics-II
	17PT24	Marketing Management-II (includes Simulation)
	17PT25	Managerial Cost Accounting
	17PT26	Operations Management (includes Simulation)
	17PT27	Managerial Communication-II
	17PT28	Corporate Finance-I
	17PA21	Seminar on Contemporary Business Issues
	17PT31	Corporate Finance-II (Includes Simulation)
	17PT32	Strategic Management (with IIA)
	17PT33	Human Resource Management (Includes Simulation)
	17PT34	Management Science and Applications
	17PH35	Core Elective (Research Methods in HR) 1 sec
17PM35	Core Elective (Research Methods in Marketing) 2 sec	



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Established in 1962  
Pamban Swamy Nagar,  
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Tamil Nadu, India.  
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17PO35	Core Elective (Supply Chain Management) 1 sec
17PF35	Core Elective (Advanced Financial Analysis) 1 sec
17PA31	Seminar on Contemporary Business Issues
17PV31	Comprehensive Viva-Voce
17PI31	Rural Development Immersion Programme
17PM41	Sales and Distribution Management
17PM42	Consumer Behaviour
17PM43	Digital and Social Media Marketing
17PM44	Product and Brand Management
17PF41	Security Analysis and Portfolio Management
17PF42	Fixed Income Securities: Analysis and Valuation
17PF43	Management of Banking and Financial Institutions
17PF44	Financial Modeling through Spreadsheet
17PF45	Company and Business Valuation
17PH41	Learning and Development
17PH43	Psychology at work
17PH44	Emotional Intelligence and Leadership
17PO41	Manufacturing and Materials Management
17PO42	Project Management
17PSB41	Data Mining
17PSB42	Data Analytics Using R
17PT41	Legal Aspects of Business
17PT42	Simulation Games
17PI41	Summer Internship
17PM51	Services Marketing
17PM52	Marketing of Financial Products & Services
17PM53	Integrated Marketing Communications
17PB54	Marketing Analytics
17PF51	Strategic Financial Management
17PF52	Strategic Cost Management
17PF53	Financial Derivatives
17PF54	Micro-Finance
17PH51	Labor Legislation and Administration
17PH52	Strategic Human Resource Management
17PH53	Talent Management
17PH54	Managing People and Performance in Organizations
17PO51	Fundamentals of Operational Analytics
17PS51	E-commerce
17PS52	Data Visualization for Decision Making
17PM62	Global Competitive Marketing Strategy
17PM64	B2B Marketing
17PM63	Bottom of the pyramid Marketing





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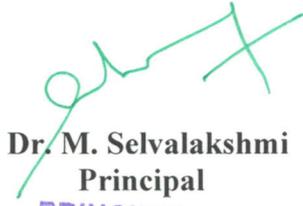
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	17PF65	Corporate Taxation	
	17PF66	The New Age Banking	
	17PH61	Interpersonal Effectiveness	
	17PH62	Managerial Counselling	
	17PH64	Positive Psychological Capital	
	17PO61	Total Quality Management	
	17PO62	Services operations Management	
	17PS61	Big Data in Management	
	17PS62	Internet of Things & Machine Learning	
	17PV61	Comprehensive Viva Voce	



  
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